

PEOPLE'S CHOICE WEEK 29 According to Nielsen ratings, April 3-9

MONDAY							
8:00	17. America's Funniest Videos Special 12.8/20	52. Prelude/Champ 7.7/14	39. Fresh Prince 9.5/16	45. Melrose Place 8.9/14			
8:30			43. Mommies 9.0/14	76. Medicine Ball 5.4/8			
9:00		4. NCAA Basketball Championship Game 19.3/30	14. NBC Monday Night Movie—Danielle Steel's 'Vanished' 13.4/20				
9:30	30. ABC Monday Night Movie—Poison Ivy 11.1/17						
10:00							
10:30							
TUESDAY							
8:00	23. Full House 12.0/21	64. Under One Roof 6.9/12	22. Wings 12.1/21	80. Fox Tuesday Night Movie—Trespass 5.1/8			
8:30	18. Thunder Alley 12.7/21		27. Newsradio 11.5/19				
9:00	5. Home Improvement 18.2/28	42. CBS Tuesday Movie—Killer Among Friends 9.1/15	21. Frasier 12.3/19				
9:30	9. Ellen 17.0/27		33. Pride & Joy 10.5/17				
10:00	6. NYPD Blue 17.0/28		29. Dateline NBC 11.4/19				
10:30							
WEDNESDAY							
8:00	24. Roseanne 11.7/21	75. George Wendt 5.6/10	48. Cooby Mysteries 8.1/14	36. Beverly Hills, 90210 10.4/18			
8:30	18. Ellen 12.7/21	78. Double Rush 5.2/9		58. Sliders 7.2/12			
9:00	8. Grace Under Fire 17.0/28	41. CBS Wednesday Movie—Lady Killer 9.2/15	37. Dateline NBC 9.8/16				
9:30	10. Coach 15.3/24		31. Law and Order 10.9/19				
10:00	11. Primetime Live 14.5/25						
10:30							
THURSDAY							
8:00	62. Extreme 7.0/12	73. Northern Exposure 6.3/11	16. Mad About You 13.0/24	61. Martin 7.1/13			
8:30		62. Eye to Eye with Connie Chung 7.0/11	42. Hope & Gloria 14.0/24	65. Def Comedy Jam 6.8/12			
9:00	50. The Commish 7.9/12	52. 48 Hours 7.7/13	2. Seinfeld 21.3/34	74. New York Undercover 6.2/10			
9:30			3. Friends 20.5/32				
10:00	69. ABC News Special 6.5/11		1. E.R. 24.4/40				
10:30							
FRIDAY							
8:00	32. Family Matters 10.7/22	84. Response/Analysis 3.9/8	43. Unsolved Mysteries 8.1/17	82. VR5 4.7/9			
8:30	26. Sister, Sister 11.6/22	67. The Wright Verdicts 6.7/12	37. Dateline NBC 9.8/18	58. The X-Files 7.2/13			
9:00	33. Step By Step 10.5/19	49. Picket Fences 8.0/15	54. Homicide: Life on the Street 7.5/14				
9:30	33. On Our Own 10.5/19						
10:00	15. 20/20 13.1/25						
10:30							
SATURDAY							
8:00	69. ABC Saturday Family Movie—A Horse for Danny 6.5/13	45. 20/20 13.1/25	78. Amazing Grace 5.2/11	68. Cops 6.6/14			
8:30		72. The Office 6.4/13	69. Sweet Justice 6.5/13	65. Cops 6.8/14			
9:00		58. Five Mrs. Buch 7.2/14					
9:30		39. Sheriff, Texas Ranger 9.5/18	47. Sisters 8.2/16				
10:00	55. The Marshal 7.3/14						
10:30							
SUNDAY							
7:00		9. 60 Minutes 15.6/28		86. Sliders 3.0/5			
7:30				55. Simpsons 7.3/12			
8:00				76. House of Buggin' 5.4/9			
8:30	18. ABC Sunday Night Movie—The Ten Commandments 12.7/21	24. CBS Sunday Movie—Robin Hood: Prince of Thieves 11.7/18	27. NBC Sunday Night Movie—The Untouchables 11.7/18	55. Married w/Child 7.3/11			
9:00				81. Dream On 4.9/7			
9:30							
10:00							
10:30							
WEEK'S AVGS		11.4/19	9.9/17	12.1/20	6.8/11		
SEN. TO DATE		12.1/20	11.1/18	11.6/19	7.7/12		

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED YELLOW TEXT IS WORKER OF TIME SLOT (nr)=NOT RANKED *PREMIERE
TELEVISION UNIVERSE ESTIMATED AT 96.4 MILLION HOUSEHOLDS; ONE RATING POINT EQUALS 964,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of April 3-9



WEDNESDAY		
8:00	83. <i>Star Trek: Voyager</i>	
8:30		4.4/7
9:00	89. <i>Pig Sty</i>	2.2/3
9:30	88. <i>Platypus Man</i>	2.3/3
THURSDAY		
8:00	87. <i>Marker</i>	2.8/5
8:30		
9:00	90. <i>The Watcher</i>	1.9/3
9:30		
WEEK'S AVG		2.8/4
SSN TO DATE		4.3/7

WEDNESDAY		
8:00	90. <i>The Wayans Bros.</i>	1.9/3
8:30	90. <i>The Parent 'Hood</i>	1.9/3
9:00	93. <i>Unhappily Ever After</i>	1.8/3
9:30	94. <i>Muscle</i>	1.5/2
WEEK'S AVG		1.8/3
SSN TO DATE		1.9/3

SOURCE: NIELSEN MEDIA RESEARCH

PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 5:30p	3,608	5.6 3.8
2. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 5:00p	3,336	5.2 3.5
3. <i>O.J. Simpson Trial Coverage</i>	CNN	Mon 5:30p	3,274	5.1 3.4
4. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 5:00p	3,263	5.0 3.4
5. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 5:30p	3,220	5.0 3.4
5. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 6:00p	3,220	5.0 3.4
7. <i>O.J. Simpson Trial Coverage</i>	CNN	Mon 6:00p	3,022	4.7 3.2
8. <i>O.J. Simpson Trial Coverage</i>	CNN	Mon 5:00p	2,933	4.5 3.1
9. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 2:00p	2,815	4.4 3.0
10. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 7:00p	2,791	4.3 2.9
11. <i>News Update</i>	CNN	Wed 6:00p	2,766	4.3 2.9
12. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 6:30p	2,735	4.2 2.9
13. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 6:17p	2,683	4.1 2.8
14. <i>O.J. Simpson Trial Coverage</i>	CNN	Mon 3:00p	2,675	4.1 2.8
15. <i>O.J. Simpson Trial Coverage</i>	CNN	Mon 2:00p	2,627	4.1 2.8
1. <i>Movie: 'Naked Gun 33 1/3'</i>	HBO	Sat 8:00p	3,041	13.5 3.2
2. <i>Movie: 'The Fugitive'</i>	HBO	Sun 3:00p	2,593	11.5 2.7
3. <i>Movie: 'On Deadly Ground'</i>	HBO	Sat 9:45p	2,358	10.5 2.5
4. <i>Movie: 'Bad Girls'</i>	HBO	Tue 8:00p	2,284	10.1 2.4
5. <i>Movie: 'Ace Ventura Pet Detective'</i>	HBO	Sun 8:00p	2,275	10.1 2.4

Seeing (or hearing) is believing!

TOO TACTICS



mall will find itself up against Product Information Network, an existing infomercial-based network owned by multiple system cable operators Cox Cable Communications and Jones Intercable and delivered to more than 2.5 million households nationally. Also scheduled to debut this year is Consumer Resource Network, a New York-based infomercial network.

The Infomall Cable Network will complement Paxson's existing network of infomercial programming delivered over broadcast stations. His broadcast infomercial network airs over 10 UHF stations located on the fringes of major markets and either owned or operated by Paxson Communications. Signed agreements with eight more affiliates will bring the broadcast network's total reach to more than 20 million U.S. homes by year's end, according to Paxson.

The Infomall Cable Network will guarantee cable system operators a minimum of \$4 per year per residential subscriber. The network also will give participating cable operators 65% of the gross revenue based on merchandise sold in their markets. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. O.J. Simpson Trial Coverage	CNN	Thu 5:30p	3,797	5.9 4.0
2. O.J. Simpson Trial Coverage	CNN	Wed 5:30p	3,567	5.5 3.7
3. O.J. Simpson Trial Coverage	CNN	Thu 6:00p	3,325	5.1 3.5
4. O.J. Simpson Trial Coverage	CNN	Thu 5:00p	3,236	5.0 3.4
5. O.J. Simpson Trial Coverage	CNN	Tue 6:00p	2,976	4.6 3.1
6. O.J. Simpson Trial Coverage	CNN	Fri 2:00p	2,916	4.5 3.1
7. O.J. Simpson Trial Coverage	CNN	Tue 5:30p	2,882	4.5 3.0
8. O.J. Simpson Trial Coverage	CNN	Wed 5:00p	2,843	4.4 3.0
9. 'Joseph,' Pt. 1	TNT	Sun 8:00p	2,799	4.4 2.9
10. O.J. Simpson Trial Coverage	CNN	Fri 1:00p	2,759	4.3 2.9
11. O.J. Simpson Trial Coverage	CNN	Thu 3:00p	2,740	4.2 2.9
12. O.J. Simpson Trial Coverage	CNN	Tue 6:27p	2,732	4.2 2.9
13. O.J. Simpson Trial Coverage	CNN	Tue 7:00p	2,727	4.2 2.9
14. O.J. Simpson Trial Coverage	CNN	Fri 3:00p	2,695	4.2 2.8
15. O.J. Simpson Trial Coverage	CNN	Tue 5:00p	2,666	4.1 2.8

1. Movie: 'The Chase'	HBO	Sat 8:00p	2,893	12.8 3.0
2. Movie: 'Naked Gun 33 1/3'	HBO	Fri 10:30p	2,333	10.3 2.4
3. Movie: 'Naked Gun 33 1/3'	HBO	Tue 8:00p	2,280	10.1 2.3
4. Movie: 'Demolition Man'	HBO	Wed 8:00p	2,026	9.0 2.1
5. Movie: 'The Beverly Hillbillies'	HBO	Sun 8:00p	1,974	8.8 2.1

PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of April 10-16

UPN		
8:00	77. Star Trek: Voyager	6.5/11
8:30		
9:00	94. Pig Sty	2.4/4
9:30	96. Platypus Man	2.3/4
8:00	93. Marker	3.0/5
8:30		
9:00	94. The Watcher	2.4/4
9:30		
WEEK'S AVG	3.6/6	
SSN TO DATE	4.3/7	
8:00	97. The Wayans Bros. 2.0/3	
8:30	98. The Parent 'Hood 1.7/3	
9:00	99. Unhapp Ever After 1.6/3	
9:30	100. Muscle 1.3/2	
WEEK'S AVG	1.7/3	
SSN TO DATE	1.9/3	

SOURCE: NIELSEN MEDIA RESEARCH



The RIAS Berlin Commission & the Radio and Television News Directors Foundation

Announce

the 1995 German/American Journalist Exchange Programs for Radio and Television Journalists.

German Study Trips for U.S. Journalists

* Fall Program: Sept. 29-Oct. 15.

Application Deadline: May 15.

\$10,000 Awards Program

The deadline for applications is November 1, 1995.

Production Grants

Proposals accepted on an ongoing basis.

* Travel, lodging and meals are sponsored by the RIAS Berlin Commission. Knowledge of German is preferred but not required.

For Application Information, contact:

Pat Seaman, Program Coordinator, 301-977-7210

Or RTNDF, 202-659-6510 Fax: 202-223-4007

PEOPLE'S CHOICE WEEK 30 According to Nielsen ratings, April 10-17

MONDAY				
8:00	34. Am Fun Videos	9.8/16	33. The Nanny	10.0/17
8:30			18. Dave's World	11.7/19
9:00	28. ABC Monday Night Movie—Arachnophobia	10.4/17	8. Murphy Brown	13.5/21
9:30			40. Cybill	13.0/20
10:00			19. Chicago Hope	11.5/19
10:30				
10:30				
TUESDAY				
8:00	22. Full House	11.4/20	61. Under One Roof	7.5/13
8:30	14. Thunder Alley	12.6/21		
9:00	1. Home Improvmt	21.0/32	47. CBS Tuesday Movie—With Hostile Intent	8.9/14
9:30				
10:00	9. NYPD Blue	13.2/22		
10:30				
10:30				
WEDNESDAY				
8:00	24. Roseanne	11.1/19	81. George Wendt	5.9/10
8:30	18. Ellen	12.1/20	89. Double Rush	4.7/8
9:00	6. Grace Under Fire	15.6/25		
9:30	8. Coach	14.2/22	54. CBS Wednesday Movie—Original Sins	8.0/13
10:00	7. Primetime Live	13.6/24		
10:30				
10:30				
THURSDAY				
8:00	54. Matlock	8.0/15	75. Due South	6.6/12
8:30				
9:00	51. The Commish	8.2/14	69. Eye to Eye with Connie Chung	7.1/12
9:30				
10:00	37. Day One	9.7/17	63. 48 Hours	7.3/13
10:30				
10:30				
FRIDAY				
8:00	46. Family Matters	9.0/19	63. Burke's Law	7.3/15
8:30	37. Sister, Sister	9.7/20	69. The Wright Verdicts	7.1/13
9:00	41. Step By Step	9.6/18		
9:30	43. On Our Own	9.5/18	75. Picket Fences	6.6/13
10:00	12. 20/20	12.7/25		
10:30				
10:30				
SATURDAY				
8:00	84. ABC Saturday Family Movie—Spring Fling	5.6/11	72. Christy	7.0/14
8:30			85. The Office	5.5/11
9:00			79. Five Mrs. Buch	6.0/11
9:30			32. Walker, Texas Ranger	10.1/19
10:00	81. The Marshal	5.9/11		
10:30				
10:30				
SUNDAY				
7:00	59. Am Fun Hm Vid	7.6/17	10. 60 Minutes	13.0/28
7:30	34. Am Fun Hm Vid	9.8/20	12. Murder, She Wrote	12.9/23
8:00	45. Loe & Clark	9.1/16		
8:30			19. CBS Sunday Movie—A Mother's Gift	11.5/19
9:00	30. ABC Sunday Night Movie—Texas, Part 1	10.3/17		
9:30				
10:00				
10:30				
10:30				
WEEK'S AVG				
10.5/19			8.9/18	
11.1/18				
WEEK'S AVG				
10.2/18			11.5/19	
11.1/18				
WEEK'S AVG				
6.5/11			7.7/12	
7.7/12				

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED YELLOW TEXT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE
TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; ONE RATING POINT EQUALS 984,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

opportunities, but I have found myself increasingly interested in international co-production and feature film opportunities that NBC is not in," says Leavitt, explaining his decision to leave. "Alliance is on the vanguard of structuring deals."

Leavitt, who was responsible on the network end for the successful launches of NBCP shows *Fresh Prince of Bel-Air* and *Saved by the Bell*, said that areas of immediate interest include examining possibilities for Alliance production for U.S. first-run syndication and for U.S. cable networks such as the Family Channel.

The company hopes to leverage Canadian production advantages such as lower production costs, reciprocal national co-production arrangements between Canada and other nations, and subsidies to boost Alliance's programming output, he says.

Alliance already produces *Due South* for CBS, the first prime time show on a U.S. network produced by a Canadian studio, and kids show *Reboot* for ABC.

PEOPLE'S CHOICE: TOP CABLE SHOWS

For the week of April 17-23, cable TV viewers watched 1.1 billion hours of programming. The following table lists the top 15 cable shows by viewership. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>Okla. City Day of Mourning Coverage</i>	CNN	Sun 5:00p	4,892	7.6 5.1
2. <i>Okla. City Day of Mourning Coverage</i>	CNN	Sun 4:00p	4,852	7.5 5.1
3. <i>Okla. City Day of Mourning Coverage</i>	CNN	Sun 4:30p	4,825	7.5 5.1
4. <i>Oklahoma City Bombing Coverage</i>	CNN	Fri 4:30p	4,582	7.1 4.8
5. <i>Oklahoma City Bombing Coverage</i>	CNN	Fri 5:30p	4,523	7.0 4.7
6. <i>Oklahoma City Bombing Coverage</i>	CNN	Wed 5:30p	4,115	6.4 4.3
7. <i>Oklahoma City Bombing Coverage</i>	CNN	Fri 4:00p	4,084	6.3 4.3
8. <i>Oklahoma City Bombing Coverage</i>	CNN	Fri 3:00p	3,975	6.1 4.2
9. <i>Janet Reno News Conference</i>	CNN	Thu 4:30p	3,693	5.7 3.9
10. <i>Oklahoma City Bombing Coverage</i>	CNN	Wed 7:30p	3,630	5.6 3.8
11. <i>Oklahoma City Bombing Coverage</i>	CNN	Wed 3:00p	3,477	5.4 3.6
12. <i>Okla. City Day of Mourning Coverage</i>	CNN	Sun 3:30p	3,428	5.3 3.6
13. <i>FBI News Conference</i>	CNN	Thu 4:09p	3,422	5.3 3.6
14. <i>Oklahoma City Bombing Coverage</i>	CNN	Wed 4:30p	3,407	5.3 3.6
15. <i>Oklahoma City Bombing Coverage</i>	CNN	Wed 5:00p	3,398	5.3 3.6

1. <i>Boxing: Foreman vs. Schulz</i>	HBO	Sat 10:00p	4,405	19.5 4.6
2. <i>Movie: 'Frank & Jesse'</i>	HBO	Sat 8:00p	2,533	11.2 2.7
3. <i>Movie: 'The Chase'</i>	HBO	Tue 8:00p	2,523	11.2 2.6
4. <i>HBO First Look</i>	HBO	Sat 12:45a	2,105	9.3 2.2
5. <i>Movie: 'Naked Gun 33 1/3'</i>	HBO	Mon 9:30p	1,976	8.8 2.1

PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of April 17-23

UPN		
8:00	88. <i>Star Trek: Voyager</i>	4.3/7
8:30		
9:00	93. <i>Pig Sty</i>	1.8/3
9:30	94. <i>Platypus Man</i>	1.7/3
WEEK'S AVG		
SSN TO DATE		
8:00		
8:30	89. <i>Legend</i>	4.2/7
9:00		
9:30		
WEEK'S AVG		
SSN TO DATE		
8:00	94. <i>The Wayans Bros.</i>	1.7/3
8:30	92. <i>The Parent Hood</i>	1.9/3
9:00	94. <i>Unhapp Ever After</i>	1.7/3
9:30	97. <i>Muscle</i>	1.3/2
WEEK'S AVG		
SSN TO DATE		

SOURCE: NIELSEN MEDIA RESEARCH

ALTERNATIVE TV

SCIENCE FICTION THEATER

N1

THRU THE NIGHT

Network 1

STOP BY BOOTH #259 IN DALLAS!

PEOPLE'S CHOICE WEEK 31 According to Nielsen ratings, April 17

	abc	CBS	NBC	
MONDAY				
8:00	50. The Marshall 9.0/15	28. The Nanny 11.3/19	47. Fresh Prince 9.3/16	86. Melrose Place 5.8/12
8:30		31. Dave's World 11.1/18	40. In the House 9.9/16	
9:00		16. Murphy Brown 12.7/20		
9:30	35. ABC Monday Night Movie—Texas, Part 2 10.5/17	28. Cybill 11.3/17	25. NBC Monday Night Movies—The Other Mother: Moment of Truth 11.5/18	81. Medicine Ball 5.7/12
10:00		36. Chicago Hope 10.4/17		
10:30				
TUESDAY				
8:00	49. Full House 9.2/16	62. Under One Roof 7.2/12	22. Frasier 12.2/22	77. Fox Tuesday Night Movie—National Lampoon Vacation 6.0/12
8:30	37. Thunder Alley 10.3/17		27. Newsradio 11.4/19	
9:00	8. Home Improvement 15.8/24	(nr) Presidential Press 5.6/9	10. Frasier 14.7/22	
9:30	17. Roseanne 12.4/19	82. News Analysis 5.6/9	8. Friends 16.1/25	
10:00	17. NYPD Blue 12.4/21	83. Walker, Texas Ranger 5.5/9	11. Dateline NBC 14.6/25	
10:30				
WEDNESDAY				
8:00	34. Ellen 10.6/18	44. CBS News Special: Oklahoma City 9.6/16	50. TV's Funniest Families 9.0/15	79. Beverly Hills, 90210 5.8/12
8:30	24. Roseanne 11.8/19			
9:00	15. Grace Under Fire 13.5/21	61. CBS Wednesday Movie—The Disappearance of Vonnie 7.5/12	13. Dateline NBC 13.9/22	69. Sliders 6.7/12
9:30	19. Coach 12.3/19		25. Law and Order 11.5/19	
10:00	5. Primetime Live 16.2/27			
10:30				
THURSDAY				
8:00	78. ABC News Special: Children First 5.9/10	57. CBS Special Movie—500 Nations, Part 1 8.1/13	13. Mad About You 13.9/24	60. Martin 7.6/12
8:30			9. Hope & Gloria 15.2/25	72. House of Buggin' 6.5/12
9:00	66. The Commish 6.9/11		1. Seinfeld 19.3/30	74. New York Undercover 6.1/12
9:30			2. Hope & Gloria 17.4/27	
10:00	42. Day One 9.7/16	47. 48 Hours 9.3/15	2. E.R. 17.4/28	
10:30				
FRIDAY				
8:00	37. Family Matters 10.3/20	74. CBS Special Movie—500 Nations, Part 2 6.1/11	53. Unsolved Mysteries 8.5/16	90. VR5 3.8/12
8:30	32. Sister, Sister 11.0/20			
9:00	39. Step By Step 10.2/18	74. Picket Fences 6.1/11	19. Dateline NBC 12.3/22	62. The X-Files 7.2/13
9:30	44. Hangin' w/Mr. C 9.6/17		54. Homicide: Life on the Street 8.3/15	
10:00	7. 20/20 15.9/29			
10:30				
SATURDAY				
8:00	70. The Adventures of Mary-Kate & Ashley 6.6/13	59. Christy 7.7/15	85. Amazing Grace 5.4/11	73. Cops 6.2/12
8:30				62. Cops 7.2/14
9:00	42. ABC Saturday Family Movie—Follow the River 9.7/18	83. Burke's Law 5.5/10	68. Sweet Justice 6.8/12	70. America's Most Wanted 6.6/12
9:30		52. Walker, Texas Ranger 8.8/16	55. Sisters 8.2/15	
10:00				
10:30				
SUNDAY				
7:00	41. Am Fun Hm Vid 9.8/18	4. 60 Minutes 16.5/29	87. Earth 2 5.2/9	91. 1994 Clio Awards 3.1/6
7:30	32. Am Fun Hm Vid 11.0/19	19. The Wright Verdicts 12.3/20	66. Earth 2 6.9/11	55. Simpsons 8.2/14
8:00	46. Lois & Clark 9.5/15			65. The Critic 7.0/11
8:30		28. CBS Sunday Movie—Danger of Love 11.3/18	12. NBC Sunday Night Movie—Hard to Kill 14.0/22	58. Married w/Child 8.0/12
9:00	23. ABC Sunday Night Movie—Redwood Curtain 12.1/19			79. House of Buggin' 5.8/9
9:30				
10:00				
10:30				
WEEK'S AVGS	10.7/18	8.9/15	11.3/19	6.0/10
SSN. TO DATE	12.0/20	11.0/18	11.5/19	7.6/12

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE
TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS: ONE RATING POINT EQUALS 984,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

Accolades bestowed

Women in Cable & Telecommunications will honor two women and two companies at the association's annual Accolades breakfast during the NCTA convention.

Recipients at the May 10 ceremony are:

Torie Clark, vice president, public affairs/strategic counsel, NCTA—Woman of the Year;

Elaine Barden, general manager, TCI Cablevision of Alameda (Calif.)—Woman to Watch;

Turner Original Productions' A Century of Women, and Century Communications cable television division.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>NASCAR Winston Cup</i>	ESPN	Sun 1:00p	3,385	5.2	3.5
2. <i>NBA Playoffs</i>	TBS	Fri 6:58p	2,687	4.2	2.8
3. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,515	3.9	2.6
4. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,300	3.6	2.4
5. <i>Murder, She Wrote</i>	USA	Wed 8:00p	2,245	3.5	2.4
6. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,160	3.4	2.3
7. <i>Major League Baseball</i>	ESPN	Tue 7:30p	2,089	3.2	2.2
8. <i>Larry King Live</i>	CNN	Mon 9:00p	1,971	3.0	2.1
9. <i>Movie: 'Locked Up: A Mother's Rage'</i>	LIFE	Sun 4:00p	1,948	3.2	2.0
10. <i>EarlyPrime</i>	CNN	Tue 4:30p	1,947	3.0	2.0
11. <i>Rugrats</i>	NICK	Tue 6:30p	1,941	3.1	2.0
12. <i>NBA Playoffs</i>	TBS	Fri 9:54p	1,927	3.0	2.0
13. <i>Rugrats</i>	NICK	Sun 10:00a	1,913	3.1	2.0
14. <i>Newsday</i>	CNN	Mon 2:00p	1,908	2.9	2.0
15. <i>Rugrats</i>	NICK	Wed 6:30p	1,872	3.0	2.0
1. <i>Movie: 'Tyson'</i>	HBO	Sat 8:00p	3,601	16.0	3.8
2. <i>HBO Comedy: Rosie O'Donnell</i>	HBO	Sat 10:00p	2,118	9.4	2.2
3. <i>Movie: 'Fatal Attraction'</i>	HBO	Sun 8:00p	1,980	8.8	2.1
4. <i>Movie: 'Frank & Jesse'</i>	HBO	Tue 8:00p	1,647	7.3	1.7
5. <i>Movie: 'Red Scorpion 2'</i>	HBO	Thu 9:00p	1,631	7.2	1.7



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PEOPLE'S CHOICE WEEK 32 According to Nielsen ratings, April 24

MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY	
8:00	78. Peter Jennings Reporting 5.9/10	30. The Nanny 11.0/19	26. Fresh Prince 11.4/19	8:00	37. Roseanne 10.5/19	8:00		8:00	43. Family Matters 10.2/21	8:00	73. ABC Saturday Family Movie—Escape to Witch Mountain 7.1/14	7:00	56. Am Fun Hm Vid 8.6/16
8:30		22. Dave's World 11.8/19	25. In the House 11.6/19	8:30	28. Ellen 11.2/19	8:30	23. Matlock 11.7/19	8:30	35. Sister, Sister 10.6/20	8:30	Movie—Escape to Witch Mountain 7.1/14	7:30	34. Am Fun Hm Vid 10.7/18
9:00		23. Murphy Brown 11.7/18		9:00	11. Grace Under Fire 13.8/22	9:00		9:00	35. Step By Step 10.6/19	9:00		8:00	21. Before They Were Stars 11.9/20
9:30	39. ABC Monday Night Movie—Deceived 10.3/17	30. Cybill 11.0/17	9. NBC Monday Night Movie—Seduced and Betrayed 14.8/24	9:30	18. Coach 12.6/20	9:30		9:30	39. Hangin' w/ Mr. C 10.3/18	9:30		8:30	
10:00		49. Northern Exposure 9.1/15		10:00	15. Barbara Walters Special 12.9/22	10:00	47. Day One 9.3/15	10:00	16. 20/20 14.6/26	10:00	58. More Secrets Revealed 8.3/15	9:00	30. ABC Sunday Night Movie—Unforgiven 11.0/17
10:30				10:30		10:30		10:30		10:30		10:00	
TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY		WEEK'S AVGS	
8:00	39. Full House 10.3/18	68. Rescue: 911 7.3/13	45. Wings 9.4/17	8:00	37. Roseanne 10.5/19	8:00	23. Matlock 11.7/19	8:00	43. Family Matters 10.2/21	8:00	73. ABC Saturday Family Movie—Escape to Witch Mountain 7.1/14	7:00	56. Am Fun Hm Vid 8.6/16
8:30	26. Thunder Alley 11.4/19		38. Wings 10.4/18	8:30	28. Ellen 11.2/19	8:30		8:30	35. Sister, Sister 10.6/20	8:30		7:30	34. Am Fun Hm Vid 10.7/18
9:00	8. Home Improvmt 17.4/28	75. CBS Tuesday Movie—Pacific Heights 6.2/10	19. Frasier 12.3/20	9:00	11. Grace Under Fire 13.8/22	9:00	47. Day One 9.3/15	9:00	35. Step By Step 10.6/19	9:00		8:00	21. Before They Were Stars 11.9/20
9:30	7. Ellen 15.9/26		44. Pride & Joy 10.0/16	9:30	18. Coach 12.6/20	9:30		9:30	39. Hangin' w/ Mr. C 10.3/18	9:30		8:30	
10:00	12. Primetime Live 13.7/24		19. Dateline NBC 12.3/21	10:00	15. Barbara Walters Special 12.9/22	10:00	47. Day One 9.3/15	10:00	16. 20/20 14.6/26	10:00	58. More Secrets Revealed 8.3/15	9:00	30. ABC Sunday Night Movie—Unforgiven 11.0/17
10:30				10:30		10:30		10:30		10:30		10:00	
WEDNESDAY		THURSDAY		FRIDAY		SATURDAY		SUNDAY		WEEK'S AVGS		SSN. TO DATE	
8:00	37. Roseanne 10.5/19	66. Christy 7.4/13	33. The Making of 'Jurassic Park' 10.8/19	8:00	28. Ellen 11.2/19	8:00	23. Matlock 11.7/19	8:00	43. Family Matters 10.2/21	8:00	73. ABC Saturday Family Movie—Escape to Witch Mountain 7.1/14	7:00	56. Am Fun Hm Vid 8.6/16
8:30	28. Ellen 11.2/19		28. Dateline NBC 11.2/18	8:30	11. Grace Under Fire 13.8/22	8:30		8:30	35. Sister, Sister 10.6/20	8:30		7:30	34. Am Fun Hm Vid 10.7/18
9:00	11. Grace Under Fire 13.8/22	45. CBS Wednesday Movie—Donato & Daughter 9.4/16	39. Law and Order 10.3/18	9:00	18. Coach 12.6/20	9:00	47. Day One 9.3/15	9:00	35. Step By Step 10.6/19	9:00		8:00	21. Before They Were Stars 11.9/20
9:30	18. Coach 12.6/20			9:30	15. Barbara Walters Special 12.9/22	9:30		9:30	39. Hangin' w/ Mr. C 10.3/18	9:30		8:30	
10:00	15. Barbara Walters Special 12.9/22			10:00		10:00	47. Day One 9.3/15	10:00	16. 20/20 14.6/26	10:00	58. More Secrets Revealed 8.3/15	9:00	30. ABC Sunday Night Movie—Unforgiven 11.0/17
10:30				10:30		10:30		10:30		10:30		10:00	
THURSDAY		FRIDAY		SATURDAY		SUNDAY		WEEK'S AVGS		SSN. TO DATE		SSN. TO DATE	
8:00		16. Mad About You 12.8/22	13. Hope & Gloria 13.4/22	8:00	28. Ellen 11.2/19	8:00	23. Matlock 11.7/19	8:00	43. Family Matters 10.2/21	8:00	73. ABC Saturday Family Movie—Escape to Witch Mountain 7.1/14	7:00	56. Am Fun Hm Vid 8.6/16
8:30		13. Hope & Gloria 13.4/22	3. Seinfeld 19.1/29	8:30	11. Grace Under Fire 13.8/22	8:30		8:30	35. Sister, Sister 10.6/20	8:30		7:30	34. Am Fun Hm Vid 10.7/18
9:00		2. Friends 19.2/29	1. E.R. 23.3/38	9:00	18. Coach 12.6/20	9:00	47. Day One 9.3/15	9:00	35. Step By Step 10.6/19	9:00		8:00	21. Before They Were Stars 11.9/20
9:30				9:30	15. Barbara Walters Special 12.9/22	9:30		9:30	39. Hangin' w/ Mr. C 10.3/18	9:30		8:30	
10:00				10:00		10:00	47. Day One 9.3/15	10:00	16. 20/20 14.6/26	10:00	58. More Secrets Revealed 8.3/15	9:00	30. ABC Sunday Night Movie—Unforgiven 11.0/17
10:30				10:30		10:30		10:30		10:30		10:00	
FRIDAY		SATURDAY		SUNDAY		WEEK'S AVGS		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE	
8:00	43. Family Matters 10.2/21	53. Diagnosis Murder 8.8/17	68. Unsolved Mysteries 7.3/14	8:00	28. Ellen 11.2/19	8:00	23. Matlock 11.7/19	8:00	43. Family Matters 10.2/21	8:00	73. ABC Saturday Family Movie—Escape to Witch Mountain 7.1/14	7:00	56. Am Fun Hm Vid 8.6/16
8:30	35. Sister, Sister 10.6/20			8:30	11. Grace Under Fire 13.8/22	8:30		8:30	35. Sister, Sister 10.6/20	8:30		7:30	34. Am Fun Hm Vid 10.7/18
9:00	35. Step By Step 10.6/19	57. Burke's Law 8.5/15	54. Dateline NBC 8.7/15	9:00	18. Coach 12.6/20	9:00	47. Day One 9.3/15	9:00	35. Step By Step 10.6/19	9:00		8:00	21. Before They Were Stars 11.9/20
9:30	39. Hangin' w/ Mr. C 10.3/18	64. Picket Fences 7.9/14	58. Homicide: Life on the Street 8.3/15	9:30	15. Barbara Walters Special 12.9/22	9:30		9:30	39. Hangin' w/ Mr. C 10.3/18	9:30		8:30	
10:00	16. 20/20 14.6/26			10:00		10:00	47. Day One 9.3/15	10:00	16. 20/20 14.6/26	10:00	58. More Secrets Revealed 8.3/15	9:00	30. ABC Sunday Night Movie—Unforgiven 11.0/17
10:30				10:30		10:30		10:30		10:30		10:00	
SATURDAY		SUNDAY		WEEK'S AVGS		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE	
8:00	73. ABC Saturday Family Movie—Escape to Witch Mountain 7.1/14	47. Dr. Quinn Medicine Women 9.3/18	54. Empty Nest 8.7/17	8:00	28. Ellen 11.2/19	8:00	23. Matlock 11.7/19	8:00	43. Family Matters 10.2/21	8:00	73. ABC Saturday Family Movie—Escape to Witch Mountain 7.1/14	7:00	56. Am Fun Hm Vid 8.6/16
8:30		16. Walker, Texas Ranger 12.8/24		8:30	11. Grace Under Fire 13.8/22	8:30		8:30	35. Sister, Sister 10.6/20	8:30		7:30	34. Am Fun Hm Vid 10.7/18
9:00			61. Sisters 8.1/15	9:00	18. Coach 12.6/20	9:00	47. Day One 9.3/15	9:00	35. Step By Step 10.6/19	9:00		8:00	21. Before They Were Stars 11.9/20
9:30				9:30	15. Barbara Walters Special 12.9/22	9:30		9:30	39. Hangin' w/ Mr. C 10.3/18	9:30		8:30	
10:00	58. More Secrets Revealed 8.3/15			10:00		10:00	47. Day One 9.3/15	10:00	16. 20/20 14.6/26	10:00	58. More Secrets Revealed 8.3/15	9:00	30. ABC Sunday Night Movie—Unforgiven 11.0/17
10:30				10:30		10:30		10:30		10:30		10:00	
SUNDAY		WEEK'S AVGS		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE	
7:00	56. Am Fun Hm Vid 8.6/16	6. 60 Minutes 16.7/30	(nr) NBA Playoff 10.5/20	7:00	28. Ellen 11.2/19	7:00	23. Matlock 11.7/19	7:00	43. Family Matters 10.2/21	7:00	73. ABC Saturday Family Movie—Escape to Witch Mountain 7.1/14	7:00	56. Am Fun Hm Vid 8.6/16
7:30	34. Am Fun Hm Vid 10.7/18	8. Murder, She Wrote 15.4/25	66. seaQuest DSV 7.4/12	7:30	11. Grace Under Fire 13.8/22	7:30		7:30	35. Sister, Sister 10.6/20	7:30		7:30	34. Am Fun Hm Vid 10.7/18
8:00	21. Before They Were Stars 11.9/20	4. CBS Sunday Movie—Buffalo Girls, Part 1 18.7/29	14. NBC Sunday Night Movie—The Return of Hunter 13.1/20	8:00	18. Coach 12.6/20	8:00	47. Day One 9.3/15	8:00	35. Step By Step 10.6/19	8:00		8:00	21. Before They Were Stars 11.9/20
8:30				8:30	15. Barbara Walters Special 12.9/22	8:30		8:30	39. Hangin' w/ Mr. C 10.3/18	8:30		8:30	
9:00				9:00		9:00	47. Day One 9.3/15	9:00	16. 20/20 14.6/26	9:00	58. More Secrets Revealed 8.3/15	9:00	30. ABC Sunday Night Movie—Unforgiven 11.0/17
9:30	30. ABC Sunday Night Movie—Unforgiven 11.0/17			9:30		9:30		9:30		9:30		9:30	
10:00				10:00		10:00	47. Day One 9.3/15	10:00		10:00		10:00	
10:30				10:30		10:30		10:30		10:30		10:30	
WEEK'S AVGS		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE		SSN. TO DATE	
10.8/18		10.3/18		11.6/20		8.0/10		6.0/10		7.8/12		7.8/12	
11.9/20		11.0/18		11.5/19		7.8/12		7.8/12		7.8/12		7.8/12	

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE
TELEVISION UNIVERSE ESTIMATED AT 96.4 MILLION HOUSEHOLDS; ONE RATING POINT EQUALS 964,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

Martial arts action

Leisure Concepts Inc. has cleared its new weekly syndicated live-action martial arts competition series *WMAC Masters* in 93 markets representing 80% of the country for a Sept. 16 launch. The show, formerly titled *Quest for the Dragon Star*, features martial artists from different disciplines who compete for the Dragon Star award.

'Paradise' lost

According to a source, MGM TV has passed on *Paradise Lost*, an earlier reported (BROADCASTING & CABLE, Feb. 20) reality series being developed for syndication by reality genre veteran Dave Bell.

Gingrich addresses Promax

Speaker of the House Newt Gingrich will deliver a special address at the annual Promax International & BDA Conference and Exposition in Washington, D.C. Gingrich will

speak on Wednesday, June 7, at 2:30 p.m. at the Sheraton Washington Hotel, immediately following the Keynote Address at 2 by former Walt Disney Television and Telecommunications chairman Richard Frank.

Springer fever

WNBC-TV New York took the highly unusual step of replacing last Monday's 4 p.m. edition of Multimedia's *Donahue* with an episode of the syndicator's *Jerry Springer*, which usually airs at 11 a.m. However, a source at WNBC-TV says there are no plans to move *Springer* into *Donahue*'s slot, adding that the move was prompted by a network V-E Day special that would have pre-empted *Springer* and by a desire to see how that show would perform in a later daypart.

The show earned a 4.7 Nielsen rating and a 12 share, slightly better than *Donahue*'s recent average

in the slot, says the source. Others say many markets may see such switches, given *Donahue*'s ratings decline and *Springer*'s continuing gains. Petry rep firm Director of Programming Dick Kurlander expects *Donahue*'s 47 early fringe clearances this season to be nearly halved to 27 markets in the fall, while *Springer*'s 31 1994-95 early fringe clearances for fall could double.

GGP signs Olympians

Syndicator GGP has signed former Olympians Paul Sunderland, Summer Sanders and Steve Timmons to host its nationally syndicated volleyball specials. Sunderland and Timmons are former members of the Gold Medal-winning U.S. Olympic Volleyball Team. Sanders was a 1992 Olympic Gold medalist in swimming. GGP has cleared the two *AVP Pro Beach Volleyball* one-hour specials in 85% of the country.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hrs. (000)	Rating Cable U.S.
1. NBA Playoffs	TNT	Thu 9:30p	3,606	5.6 3.8
2. NBA Playoffs	TNT	Tue 7:58p	2,914	4.6 3.1
3. NBA Playoffs	TNT	Mon 7:58p	2,883	4.5 3.0
4. NASCAR Winston Cup	ESPN	Sun 4:08p	2,560	3.9 2.7
5. NBA Playoffs	TNT	Fri 9:45p	2,407	3.8 2.5
6. NBA Playoffs	TNT	Wed 9:40p	2,324	3.6 2.4
7. NBA Playoffs	TNT	Mon 10:56p	2,170	3.4 2.3
8. Rugrats	NICK	Sun 10:00a	2,164	3.4 2.3
9. Rugrats	NICK	Thu 6:30p	2,160	3.4 2.3
10. Rocko's Modern Life	NICK	Sun 10:30a	2,139	3.4 2.2
11. NBA Playoffs	TNT	Fri 6:58p	2,097	3.3 2.2
12. Movie: 'Raiders of the Lost Ark'	TBS	Sun 10:35a	2,015	3.1 2.1
13. Doug	NICK	Thu 7:00p	2,001	3.2 2.1
14. Murder, She Wrote	USA	Thu 8:00p	1,983	3.1 2.1
15. WWF Monday Night Raw	USA	Mon 9:00p	1,979	3.1 2.1
1. Movie: 'Speed'	HBO	Sat 8:00p	4,248	18.3 4.5
2. Movie: 'True Romance'	HBO	Sat 10:00p	2,369	10.2 2.5
3. Movie: 'Tyson'	HBO	Tue 8:00p	1,931	8.3 2.0
4. Movie: 'Tyson'	HBO	Sun 11:15p	1,732	7.5 1.8
5. Movie: 'Fatal Attraction'	HBO	Sat 12:00m	1,660	7.2 1.7

PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of May 1-7

UPN		
8:00	72. Star Trek: Voyager	6.4/10
8:30		
9:00	83. Pig Sty	2.5/4
9:30	84. Platypus Man	2.2/3
FOX		
8:00	82. Legend	2.6/4
8:30		
9:00	85. Marker	2.1/3
9:30		
WEEK'S AVG		3.4/8
SSN TO DATE		4.1/8
WB		
8:00	86. The Wayans Bros.	1.8/3
8:30	86. The Parent 'Hood	1.8/3
9:00	88. Unhappily Ever After	1.7/3
9:30	89. Unhappily Ever After	1.5/2
WEEK'S AVG		1.7/3
SSN TO DATE		1.9/3

SOURCE: NIELSEN MEDIA RESEARCH

PEOPLE'S CHOICE WEEK 33 *According to Nielsen ratings, May 1-7*

[illegible]

RANKING/SHOW (PROGRAM RATING/SHARE) **TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED** **YELLOW TINT IS WINNER OF TIME SLOT** **(nr)=NOT RANKED** ***PREMIERE**
TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATING POINT EQUALS 954,000 TV HOMES **SOURCE: NIELSEN MEDIA RESEARCH** **COMPILED BY KENNETH RAY**

CBS weighs in; big battles loom

CBS picks up ABC-produced series; slots first Canadian-produced series for prime time

By Steve Coe

CBS's announcement of its fall schedule last Tuesday left Fox as the only network still holding its new season cards. The unveiling of CBS's lineup reveals there will be some heated battles between the big three networks next season.

Peter Tortorici, president, CBS Entertainment, said the network, which has long been known for its strength in smaller markets and among older viewers, set the schedule keeping urban markets in mind. As evidence of that strategy, he noted that the three new dramas are set in urban areas. Tortorici also said the network went into the process with specific development for Wednesday, Thursday and Saturday nights.

CBS added seven new series, three comedies and four dramas, leaving only Sunday and Tuesday nights untouched. The biggest matchup involving CBS likely will be the head-to-head competition between CBS's new medical drama *Chicago Hope* and NBC's *E.R.* on Thursday night at 10 p.m. Both new series are set in Chicago hospitals and are from big-name producers; *Picket Fences*' David E. Kelley is the creator of the CBS show and Michael Crichton, who wrote "Jurassic Park," is the executive producer of *E.R.*

The situation is similar to the battle that was waged this past season on Sunday nights by NBC's *seaQuest* DSV and ABC's *Lois & Clark*. Tortorici said the expected press coverage of the matchup will benefit both shows in terms of sampling. He denied that CBS's scheduling of the drama was in response to NBC's slotting of its hospital series. "We had a gaping hole to fill on Thursday night. Everyone knew we were doing this show and that it was a medical show," he said.

Tortorici also said the network does not have a general policy of short-ordering new series but looks at series on a case-by-case basis. Last season the network angered many suppliers in the creative community by ordering only six or eight episodes

of most of its new series. Apparently in an attempt to mollify producers, Tortorici said the practice will not be a blanket policy.

Two of the three new sitcoms, *The Boys Are Back* (Monday, 8 p.m.) and *Daddy's Girls* (Wednesday, 8:30 p.m.), were given full 13-episode

How the '94-'95 season is shaping up—

		ABC	CBS	NBC
	New time			
MONDAY	8:00	Cosby*		The Fresh Prince of Bel-Air
	8:30		Dave's World	Blossom
	9:00		Murphy Brown	
	9:30	Monday Night Football	Love & War	NBC Monday Night at the Movies
	10:00		Northern Exposure	
	10:30			
TUESDAY	8:00	Full House		Wings*
	8:30		Rescue: 911	
	9:00	Recess		Frasier*
	9:30	Ellen*		The John Larroquette Show*
	10:00	NYPD Blue	CBS Tuesday Movie	
	10:30			Detective NBC
WEDNESDAY	8:00	Thunder Alley*	The Nanny	The Cosby Mysteries
	8:30			
	9:00	Home Improvement		Now with Tom Brink & Katie Couric
	9:30	Grace Under Fire		
	10:00	Turning Point	48 Hours	Law & Order
	10:30			Mpd About You
THURSDAY	8:00			
	8:30			
	9:00		Eye to Eye with Connie Chung	Saturday Night Live
	9:30			
	10:00	Prime Time Live		
	10:30			
FRIDAY	8:00	Family Matters	Diagnosis Murder	Unsolved Mysteries*
	8:30	Baywatch		
	9:00	Step by Step		
	9:30	Hangin' with Mr. Cooper		
	10:00	20/20	Picket Fences	Homicide: Life on the Street*
	10:30			
SATURDAY	8:00		Dr. Quinn, Medicine Woman	
	8:30	The ABC Family Movie		Empty Nest*
	9:00			
	9:30		Hearts Afire*	
	10:00	The Commish	Walker, Texas Ranger	Sisters
	10:30			
SUNDAY	7:00	America's Funniest Videos	60 Minutes	Earth 2
	7:30			
	8:00	Lois & Clark: The New Adventures of Superman	Murder, She Wrote	seaQuest DSV
	8:30			
	9:00	The ABC Sunday Night Movie	CBS Sunday Movie	NBC Sunday Night at the Movies
	10:00			
	10:30			

NBC makes Mexican TV alliance

Network to supply Television Azteca with programs, has option to invest in company

By Steve McClellan

NBC has entered a major strategic alliance with Mexico's Television Azteca, a privately held company that owns two general interest broadcast channels reaching 90% of the country's population.

The agreement calls for NBC to supply Azteca with an array of services and programs, including programs from NBC, CNBC and the network's Latin American cable news channel, Canal de Noticias NBC. The network also will provide on-air promotion, technology and computer services support and will help Azteca devise advertising sales and general management strategies.

As part of the agreement, NBC also has the right to acquire 10%-20% of the Mexico City-based company within the next three years. Television Azteca was a state-run operation that was acquired last year by the Elektra Group, a family-run distributor of electronic appliances.

Elektra paid approximately \$640 million for the channels in July 1993 and estimates they are now worth between \$800 million and \$1 billion. Spearheading the project for NBC will be Roger Ogden, president and general manager of NBC-owned KCNC-TV Denver. He will report to Tom Rogers, an executive vice president of NBC responsible for the network's growing cable interests and new business development, who announced the deal at the World Advertising Congress in Cancun, Mexico, last week.

The NBC-Azteca link is the first major media alliance in the wake of the North American Free Trade Agreement. That agreement is expected to stimulate growth in the manufacture and distribution of goods. "And what follows is the advertising to support it," Rogers says, explaining

Top cable shows and nets

Following are the top 15 basic cable programs (May 9-15), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. NBA: New York vs. Chicago	TNT	Fri 8:00p	2,458	4.1	2.6
2. NBA: Phoenix vs. Houston	TNT	Wed 9:51p	2,396	4.0	2.5
3. NASCAR: Save Mart 300	ESPN	Sun 4:00p	2,298	3.7	2.4
4. NBA: Chicago vs. New York	TNT	Wed 7:00p	2,124	3.5	2.3
5. NBA: Houston vs. Phoenix	TNT	Fri 11:03p	2,072	3.4	2.2
6. Murder, She Wrote	USA	Thu 8:00p	1,830	3.0	1.9
7. Murder, She Wrote	USA	Mon 8:00p	1,820	2.9	1.9
8. NBA: Indiana vs. Atlanta	TNT	Tue 8:00p	1,816	3.0	1.9
9. NBA: Indiana vs. Atlanta	TNT	Thu 8:00p	1,800	3.0	1.9
10. Movie: "Friday the 13th, Part 8"	USA	Sun 3:00p	1,652	2.7	1.8
11. NBA: Denver vs. Utah	TNT	Thu 10:41p	1,634	2.7	1.7
12. Atlanta Braves Baseball	TBS	Tue 7:35p	1,610	2.7	1.7
13. Silk Stalkings	USA	Sun 10:00p	1,588	2.7	1.7
14. Rugrats	NICK	Sun 10:30a	1,578	2.7	1.7
15. Doug	NICK	Sun 10:00a	1,544	2.6	1.6

The top five basic cable services for the week of May 2-8 are listed at right; they are ranked by the number of households tuning in during prime time (6-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have that sets on during prime time. Source: cable network based on Nielsen Media Research.

Rank	Network	Share
1.	TNT	1.8
2.	TBS	1.7
3.	USA	1.7
4.	ESPN	1.7
5.	NICK	1.7

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Broadcasting Ratings Week

According to Nielsen, May 9-15

	ABC	CBS	NBC	FOX
MONDAY				
8:00	54. Day One 9.6/16	25. Evening Shade 11.6/20	16. Fresh Prince 13.6/23	
8:30		47. 704 House 10.1/16	20. Blossom 12.9/21	73. Fox Night at the Movies—Revenge of the Nerds 4 5.9/9
9:00		17. Murphy Brown 13.5/20		
9:30	1. Stephen King's "The Stand," Part 2 21.0/32	23. Love & War 12.0/18	29. NBC Monday Night Movie—Heart of a Child 11.5/18	
10:00		33. Northern Exposure 11.2/18		
10:30				
TUESDAY				
8:00	25. Full House 11.6/21	42. Rescue: 911 10.5/18		75. South Central 5.1/9
8:30	22. Phenom 12.4/21		39. Movie of the Week—Perry Mason: Case of the Lethal Lifestyle 10.8/18	76. Roc 5.0/8
9:00	4. Roseanne 19.4/31			80. Tales fr/the Crypt 4.0/6
9:30	5. Coach 19.2/29	65. CBS Tuesday Movie—Getting Gotti 8.3/13		79. Tales fr/the Crypt 4.4/7
10:00	10. NYPD Blue 16.7/27		29. Dateline NBC 11.5/19	
10:30				
WEDNESDAY				
8:00	8. Home Improvmt 17.2/29		58. Unsolved Mysteries 9.0/15	25. Beverly Hills, 90210 11.6/19
8:30	9. Grace Under Fire 16.8/27	44. In the Heat of the Night 10.4/16		
9:00				25. Melrose Place 11.6/17
9:30	2. Stephen King's "The Stand," Part 3 20.1/31		47. Movie of the Week—Leave of Absence 10.1/15	
10:00		34. 48 Hours 11.1/18		
10:30				
THURSDAY				
8:00	65. Primetime Live 8.3/14		34. Mad About You 11.1/20	51. The Simpsons 9.9/18
8:30		21. David Copperfield: 15 Years of Magic 12.8/20	18. Wings 13.1/22	50. The Simpsons 10.0/17
9:00			7. Seinfeld 17.7/26	72. In Living Color 6.0/9
9:30	3. Stephen King's "The Stand," Part 4 20.0/31		11. Frazier 16.5/24	74. Martin 5.7/8
10:00		23. Eye to Eye with Connie Chung 12.0/19	37. L.A. Law 10.9/17	
10:30				
FRIDAY				
8:00	41. Family Matters 10.6/22	44. Diagnosis Murder 10.4/21	71. Top Secret Television II 6.2/12	78. Adventures of Briscoe County Jr. 4.8/10
8:30	42. Boy Meets World 10.5/20			
9:00	37. Step By Step 10.9/20	51. Burke's Law 9.9/18	63. NBC Friday Night Mystery—Ray Alexander: A Taste for Justice 8.5/15	60. The X-Files 8.8/16
9:30	40. Hangin' w/Mr. C 10.7/19	55. Picket Fences 9.5/17		
10:00	15. 20/20 13.7/25			
10:30				
SATURDAY				
8:00	57. ABC Saturday Night Movie—MacGyver: The Lost Treasure of Atlantis 9.1/17	36. Dr. Quinn Medicine Women 11.0/22	63. Bob Hope's Birthday Memories 8.5/16	69. Cops 6.6/13
8:30				68. Cops 7.2/14
9:00		44. Walker, Texas Ranger 10.4/19		70. America's Most Wanted 6.5/12
9:30				
10:00	32. The Commish 11.3/21		60. Sisters 8.8/16	
10:30				
SUNDAY				
7:00	47. America's Funniest Home Videos 10.1/18	12. 60 Minutes 16.4/30	(nr) NBA Playoffs 10.2/20	77. Fox on Ice 2 4.9/9
7:30				
8:00	13. Before They Were Stars 14.9/24	14. Murder She Wrote 14.7/24	62. seeQuest DSV 8.7/14	58. Martin 9.0/15
8:30				53. Living Single 9.7/15
9:00				55. Married w/Child 9.5/15
9:30	6. ABC Sunday Night Movie—Terminator 2: Judgment Day 18.2/30	31. CBS Sunday Movie—My Breast 11.4/18	18. NBC Sunday Night Movie—Tears and Laughter: The Joan Rivers Story 13.1/21	67. George Carlin 7.3/11
10:00				
10:30				
WEEK'S AVGS	15.0/25	11.2/19	10.6/18	7.3/12
SEN. TO DATE	12.4/20	13.7/22	10.9/18	7.2/12

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATING POINT IS EQUIVALENT TO 942,000 TV HOMES

Fall 1995: the big picture

Forty new shows get their shot at network big time; CBS moves 'Murder, She Wrote'

By Steve McClellan

The six broadcast TV networks will launch 29 new comedies and 11 new dramas (a total of 25 1/2 new hours) to kick off the 1995-96 television season this fall.

CBS revamped every night of its

week in an effort to resuscitate its prime time lineup with eight hours of new programming including six comedies and five hour-long shows.

In an effort to keep up its momentum, Fox will replace five hours of its lineup with six new comedies and

two new dramas.

The WB network will add a second night in the fall (Sunday) with family comedies and a cartoon from Steven Spielberg.

As reported a week ago, ABC will add five comedies and three dramas,

How the '95-'96 season is shaping up

How show	abc	CBS	NBC	FOX	UPN
How time					
MONDAY	8:00 The Marshal Paramount	The Nanny TriStar	The Fresh Prince NBC Prod.	Melrose Place Spelling	Star Trek: Voyager Paramount
	8:30	Can't Hurry Love TriStar	In the House NBC Prod.		
	9:00 Monday Night Football ABC Sports	Murphy Brown Warner Bros.		Partners Universal	Nowhere Man Touchstone
	9:30	If Not for You Disney	NBC Monday Night at the Movies	Ned and Stacey TriStar	
	10:00	Chicago Hope Fox			
TUESDAY	8:00 Roseanne Carsey-Werner	Matt Waters TriStar	Wings Paramount	The Fox Tuesday Night Movie	Deadly Games Viacom
	8:30 Hudson Street TriStar		NewsRadio Brillstein-Grey		
	9:00 Home Improvement Disney		Frasier Paramount		Live Shot Pryor Entertainment
	9:30 Cosby Universal	CBS Tuesday Movie	Pursuit of Happiness Paramount		
	10:00 NYPD Blue Bachco/Fox		Dateline NBC NBC News		
WEDNESDAY	8:00 Ellen Disney	Blue State House Warner Bros.	seaQuest DSX Amblin/Universal	Beverly Hills, 90210 Spelling	Sister, Sister Paramount
	8:30 Brooklyn South Warner Bros.	Duane's World CBS Enter.			The Parent Hood Warner Bros.
	9:00 Grace Under Fire Carsey-Werner	Central Park West CBS Entertainment	Dateline NBC NBC News	Party of Five Columbia	
	9:30 White Again Brillstein-Grey		Law & Order Universal		
	10:00 PrimeTime Live ABC News	Courthouse Columbia Pictures TV			
THURSDAY	8:00 Charlie Grace Warner Bros.	Murder, She Wrote Universal	Friends Warner Bros.	Living Single Warner Bros.	
	8:30		Single Guy Castle Rock/NBC	Cabin Pressure Fox	
	9:00 The Monroes Warner Bros.	John Gribham's The Client Warner Bros.	Seinfeld Castle Rock	New York Undercover Universal	
	9:30		Caroline in the City CBS Enter.		
	10:00 Murder One Bachco/Fox	48 Hours CBS News	ER Warner Bros./Amblin		
FRIDAY	8:00 Family Matters Warner Bros.	Duane's Warner Bros.	Unsolved Mysteries Cosgrove-Meurer	Strange Luck New World	
	8:30 Boy Meets World Disney	Dennis Letterman			
	9:00 Step by Step Warner Bros.	Planet Fences Fox	Dateline NBC NBC News	The X-Files Fox	
	9:30 Hungry w/Mr. C Warner Bros.				
	10:00 20/20 ABC News	American Gothic Universal	Homicide: Life on the Street NBC Prods.		
SATURDAY	8:00 Maybe This Time Disney	Dr. Quinn, Medicine Woman CBS Entertainment	JAG Paramount/NBC	Black in Love Fox	
	8:30 Somewhere in Amer Brillstein-Grey			The Preston Episodes Fox	
	9:00	Touched by an Angel Carsey-Werner	John Larroquette Witt Thomas	Biggest Loser	
	9:30 The ABC Family Movie		The Home Court Paramount	America's Most Wanted Fox	
	10:00	Walker, Texas Ranger Amadea	Sisters Warner Bros.		
SUNDAY	7:00 America's Funniest Videos ABC/Disney	60 Minutes CBS News	Brotherly Love Witt Thomas/Disney	Space Fox	Pinky & The Brain Spelling
	7:30		Minor Adjustments Witt Thomas		Sister, Sister Paramount
	8:00 Lois & Clark Warner Bros.	Cybill Carsey-Werner	Mad About You TriStar	The Simpsons Fox	Kirk Cameron Pres. Warner Bros.
	8:30	Almost Perfect Paramount	Hope & Gloria Warner Bros.	Too Something Warner Bros.	Shane Tristar
	9:00 The ABC Sunday Night Movie	CBS Sunday Movie	NBC Sunday Night at the Movies	Married...w/Children Columbia	Jackie & Fred Columbia
	10:00			Milky Loves Camp Disney	Classical Fox
	10:30				

PEOPLE'S CHOICE WEEK 36 According to Nielsen ratings, May 22-28

MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY			SATURDAY			SUNDAY		
8:00	27. Laverne & Shirley		28. The Nanny	10.3/18	49. Blossom	7.6/13														
8:30	Reunion	10.5/18	29. Dave's World	10.2/17	36. Blossom	8.6/14														
9:00	25. ABC Monday Night		15. Murphy Brown	11.8/18	17. NBC Monday Night															
9:30	Movie—She Stood Alone:				Movies—Liz: The Elizabeth															
10:00	The Tailhook Scandal		12. Chicago Hope	12.3/20	Taylor Story, Part 2	11.6/18														
10:30		10.6/17																		
TUESDAY			WEDNESDAY			THURSDAY			FRIDAY			SATURDAY			SUNDAY					
8:00	7. Full House	14.6/25	50. Rescue: 911	7.5/13	9. Wings	13.2/22														
8:30					8. Frazier	13.8/21														
9:00	2. Home Improvmt	19.1/29	44. CBS Tuesday Movie—		19. J. Larroquette	11.2/17														
9:30	1. Home Improvmt	19.6/30	Nothing but the Truth		16. Dateline NBC	11.7/19														
10:00				8.1/13																
10:30	3. NYPD Blue	17.3/29																		
WEDNESDAY			THURSDAY			FRIDAY			SATURDAY			SUNDAY			MONDAY					
8:00	18. Roseanne	11.5/20	57. Brady Bunch Home		36. Houdini: Unlocking															
8:30	25. Ellen	10.6/18	Movies	6.7/12	Secrets	8.6/15														
9:00	43. Grace Under Fire	12.2/19			40. Dateline NBC	8.5/13														
9:30	22. Coach	10.7/17	10. CBS Wednesday		32. Law and Order	10.0/17														
10:00			Movie—The Face on the																	
10:30	21. Primetime Live	10.9/18	Milk Carton	12.7/21																
THURSDAY			FRIDAY			SATURDAY			SUNDAY			MONDAY			TUESDAY					
8:00			54. Burke's Law	6.8/13	33. Mad About You	9.9/19														
8:30	54. ABC Movie Special—				29. Hope & Gloria	10.2/18														
9:00	Secrets	7.7/14	73. Eye to Eye	5.4/9	5. Seinfeld	15.6/27														
9:30					4. Friends	16.8/27														
10:00			60. 48 Hours	6.5/11	6. ER	15.1/26														
10:30	46. Day One	8.0/14																		
FRIDAY			SATURDAY			SUNDAY			MONDAY			TUESDAY			WEDNESDAY					
8:00	43. Family Matters	8.2/18	57. Diagnosis Murder		65. Unsolved Mysteries															
8:30	36. Boy Meets World	8.6/18		6.7/14	6.2/13															
9:00	41. Step By Step	8.3/17			35. Dateline NBC	8.7/17														
9:30	47. Hangin' w/Mr. C	7.8/15	82. American Achievement		51. NBC News Special:															
10:00			Awards	3.5/7	Tycoon	7.2/15														
10:30	22. 20/20	10.7/22																		
SATURDAY			SUNDAY			MONDAY			TUESDAY			WEDNESDAY			THURSDAY					
8:00	73. Thunder Alley	5.4/13																		
8:30	77. Bringing Up Jack*	5.2/12	79. CBS Special Movie—		72. Movie of the Week—															
9:00			500 Nations, Part 3	4.4/10	Suburban Commando	5.6/10														
9:30	69. ABC Saturday Family																			
10:00	Movie—Johnny's Girl		36. Walker, Texas Ranger		60. AFI Salute to Steven															
10:30		5.8/12	8.6/18		Spielberg	6.5/14														
SUNDAY			MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY					
7:00	54. Am Fun Hm Vid	6.8/16																		
7:30	41. Am Fun Hm Vid	8.3/18	14. 60 Minutes	12.4/28	81. Earth 2	3.6/8														
8:00																				
8:30	53. Lois & Clark	6.9/14	22. Murder, She Wrote		79. seaQuest DSV	4.4/9														
9:00			10.7/22																	
9:30	31. ABC Sunday Night				34. NBC Sunday Night															
10:00	Movie—Stormy Weathers		75. CBS Sunday Movie—		Movie—Danger Island															
10:30		10.1/19	500 Nations, Part 4	5.3/10		9.8/19														
WEEK'S AVGS			7.9/14			9.3/17			7.4/14			7.5/12								
TO DATE			11.9/20			11.5/19			7.5/12											

PROGRAMING

the U.S.

Some of the shows may be launched in the U.S. as weeklies and stripped at a later point when more episodes are available, says Leavitt.

Among the shows being consid-

ered for U.S. runs are *Taking the Falls*, a one-hour detective series entering its first season on the Canadian CTV Television Network; *North of 60*, a one-hour drama entering its fourth season this fall on the Canadian Broadcasting Corp.; *Rugged Gold*.

a two-hour telemovie starring Jill Eikenberry (*L.A. Law*); *Due South*, the CBS drama that will not return on the network's fall schedules, and *The Odyssey*, a kids half-hour project to which Alliance has international rights. ■

PEOPLE'S CHOICE: *Ratings according to Nielsen, May 29-June 4*

	MON	TUE	WED	THUR	FRI	SAT	SUN
8:00	47. The Marshal 7.4/14	15. The Nanny 10.2/20	34. Fresh Prince 8.5/16	81. Melrose Place 3.6/7	79. Star Trek: Voyager 3.9/7		
8:30		15. Dave's World 10.2/19	43. Blossom 7.7/14				
9:00	31. ABC Monday Night Movie—The Man Who Wouldn't Die 8.8/15	12. Murphy Brown 10.9/19	14. NBC Monday Night at the Movies—Shadow of Obsession 10.4/18	82. Medicine Ball 3.3/6	87. Pig Sty 2.0/3		
9:30		13. Cybill 10.5/18			90. Platoon Man 1.8/3		
10:00		31. Chicago Hope 8.8/16					
10:30							
8:00	4. Home Improvement 12.4/24	42. Rescue: 911 7.8/15	58. Wings 6.4/13	73. The Fox Tuesday Night Movie—Attack of the 50 Ft. Woman 4.8/8	86. Cop Files 2.3/4		
8:30	18. Thunder Alley 11.1/20		47. J. Larroquette 7.4/14		85. Cop Files 2.4/4		
9:00		22. CBS Tuesday Movie—Intruders, Part 1 9.5/16	9. NBA Playoff Game—Houston Rockets vs. San Antonio Spurs 11.3/20		83. Marker 2.7/5		
9:30	18. World Music Awards 9.6/16						
10:00							
10:30							
8:00	37. Sister, Sister 8.0/16	52. Dick Van Dyke Show Remembered 6.9/14	45. Dateline NBC 7.6/15	77. Beverly Hills, 90210 4.1/8	91. Wayne Bros. 1.7/4		
8:30	25. Ellen 9.2/17				87. The Parent Hood 2.8/4		
9:00	3. Grace Under Fire 13.6/23	27. CBS Wednesday Movie—Intruders, Part 2 9.1/15	11. NBA Playoff—Indiana Pacers vs. Orlando Magic 11.0/20	79. Road to Fame 3.9/7	89. Unholy Ever After 1.9/3		
9:30	1. Roseanne 13.8/23				92. Unholy Ever After 1.6/3		
10:00	1. PrimeTime Live 13.8/24						
10:30							
8:00	67. In a New Light: Sex Unplugged 5.4/10	40. Burke's Law 7.9/15	25. Name That Tune 9.2/18	60. Martin 6.2/12			
8:30			17. Hope & Gloria 9.9/19	57. Living Single 6.5/12			
9:00	62. ABC World of Discovery 6.1/10	29. Eye to Eye 9.0/15	7. NBA Playoff Game—San Antonio Spurs vs. Houston Rockets 12.1/22	60. New York Undercover 6.2/11			
9:30							
10:00	34. Day One 8.5/15	18. 48 Hours 9.7/16					
10:30							
8:00	31. Family Matters 8.8/19	50. Diagnosis Murder 7.3/15	58. Dateline NBC 6.4/13	74. Encounters 4.6/10			
8:30	27. Baywatch World 9.1/19						
9:00	24. Step by Step 9.3/18						
9:30	30. Hangin' w/ Mr. C 8.9/17	40. Due South 7.9/15	18. NBA Playoff—Orlando Magic vs. Indiana Pacers 9.6/19	45. The X-Files 7.6/15			
10:00	6. 20/20 12.3/23						
10:30							
8:00	75. Me and the Boys 4.3/10	70. Dr. Quinn, Medicine Woman 5.1/12	65. Unsolved Mysteries 5.7/13	68. Cops 5.5/12			
8:30	78. Bringing Up Jack 4.0/9						
9:00		71. Touched by an Angel 5.0/10	76. John Larroquette 4.2/9	55. America's Funniest Home Videos 6.7/14			
9:30	47. ABC Family Movie—Flee of Mrs. B.E. Frank 7.4/15	37. Walker, Texas Ranger 8.0/16	72. J. Larroquette 4.9/10				
10:00							
10:30							
7:00	52. Am Fun Videos 6.9/15	4. 60 Minutes 12.4/26	8. NBA Playoff—Indiana Pacers vs. Orlando Magic 11.5/22	83. Tiny Toons Summer Vacation 2.7/6			
7:30	36. Am Fun Videos 8.2/17			55. The Simpsons 6.7/13			
8:00		23. The Wright Verdicts 9.4/17		69. The Critic 5.2/9			
8:30	37. Lois & Clark 8.0/15			51. Married w/ Child 7.2/12			
9:00		43. 49th Annual Tony Awards 7.7/14		52. My Wildest Dreams 6.9/12			
9:30	18. ABC Sunday Night Movie—Dick Tracy 9.6/17						
10:00							
10:30							
WEEK END	8.9/17	8.8/18	9.2/17	8.1/10	UPK 2.7/5; WK 1.8/3		
SPR AND	11.8/20	10.7/18	11.4/19	7.4/12	UPK 3.9/6; WK 1.6/3		

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERED
 TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS: ONE RATING POINT =284,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

share of cable systems considered vulnerable to competition.

Although the DSS subscriber base is only a fraction of the estimated 65 million cable homes, several industry observers say that DSS represents the first real threat to cable since it started more than 20 years ago. "It's the first time cable has actually had competition," says Paul Maxwell, president, Media Business Corp., a market research firm.

C-band satellite makers also may view DSS as their newest competition. C-band operator General Instrument Corp. has launched a \$15 million ad campaign as a counterattack to DSS, which has signed nearly 1 million subscribers since its 1994 launch. In response, General Instrument last March rolled out its Full View TV subscriber ad campaign to make C-band more consumer friendly.

The 26-week campaign of print ads and TV and radio spots in 25 regional markets promotes Full View TV as a 350-channel satellite service. The ads provide an 800 number so customers can locate one of 3,500 authorized C-band dealers that will let them either purchase C-band for approximately \$2,000 or lease the 7 1/2-foot C-band dish for \$55 a month.

Allen McCabe, GI's vice president, consumer products, says the campaign's goal is to develop C-band as a recognizable brand name. "I don't think very many people know what in the world C-band is." The ads also will attempt to draw away consumers whose appetite has been whetted by DSS. "With the arrival of DBS and Primestar [another DSS operator]," says McCabe, "there's a focus now on the whole category of satellite, and we want a piece of it."

McCabe says the ads still are aimed at C-band's original target market of the nation's estimated 8 million-9 million non-cable homes rather than cable households: "The intent was not to compare ourselves [with] cable; it was to compare ourselves [with] other satellite systems available."

DBS operators, meanwhile, will convince an estimated 1 million cable subscribers to switch to DSS this year, according to Stephen K.

Liebmann, president, S. Liebmann & Associates, a marketing research group. He says 45% of the DSS subscribers that signed on in 1994—approximately 88,000—came from cable franchise areas with 25% cable penetration.

Liebmann says that for DSS to reach its baseline goal of 15 million-20 million subscribers by 2000, it will have to draw from or share some of cable's 65 million subscribers.

"If DSS is really going to be a big player, they have to penetrate the cable business," Liebmann says. DSS is "not going to get 15 million-20 million unless they get cable subscribers. DSS may share them, they may steal them, whatever. But without one or the other, there isn't going to be an awful lot of this [DSS] business."

Liebmann says DSS will do best picking up cable subscribers when it competes against vulnerable cable systems that provide sub-par programming or service. Such operators, he says, stand to lose more than 10% of their subscribers to Primestar and DBS in 1995-96. "If you're a vulner-

able cable system, you can count losing much more than 5%."

Eddie Hartenstein, president of DIRECTV, a programmer for DSS system Direct Broadcast Satellite (DBS), downplays the idea of DSS zeroing in on just cable subscribers. "Over 60% of our existing subscribers are former cable subscribers. I don't know how we would target just the non-cable people. That's been one of the myths of DSS. Our target has been all households since day one."

Stanley E. Hubbard, president of USSB, another DBS programming provider, says DSS operators may even be content with single-digit subscriber penetration: "We don't have to beat anyone; DBS can be successful without drawing away others' business."

A sign that one cable carrier is taking DSS seriously: Liberty Media's parent, Tele-Communications Inc., is running a trio of TV commercials that depict DSS as too complicated for consumers to install, offering the same programming as cable and becoming technically obsolete in two to three years.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hrs. (000)	Rating Cable U.S.
1. <i>WWF Monday Night Raw</i>	USA	Mon. 9:00p	2,551	3.9 2.7
2. <i>Silk Stalkings</i>	USA	Sun 10:00p	2,511	3.9 2.6
3. <i>Miller Genuine Draft 500</i>	TNN	Sun 12:00a	2,407	3.9 2.5
4. <i>Matlock</i>	TBS	Mon 9:05p	2,292	3.5 2.4
5. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,193	3.3 2.3
6. <i>Rugrats</i>	NICK	Sun 10:00p	2,116	3.3 2.2
7. <i>Murder, She Wrote</i>	USA	Wed 8:00p	2,084	3.2 2.2
8. <i>Movie: 'Tecumseh'</i>	TNT	Sun 8:00p	2,077	3.2 2.2
9. <i>Silk Stalkings</i>	USA	Sun 11:00p	2,066	3.2 2.2
10. <i>The Ren & Stimpy Show</i>	NICK	Sun 11:00p	2,005	3.2 2.1
11. <i>Rugrats</i>	NICK	Tue 6:30p	2,008	3.2 2.1
12. <i>Rugrats</i>	NICK	Thu 6:30p	1,923	3.0 2.0
13. <i>Doug</i>	NICK	Tue 7:00p	1,901	3.0 2.0
14. <i>The Ren & Stimpy Show</i>	NICK	Sat 9:00p	1,794	2.8 1.9
15. <i>Murder, She Wrote</i>	USA	Mon. 8:00p	1,784	2.8 1.9
1. <i>Movie: 'Maverick'</i>	HBO	Sat 8:00p	3,006	15.8 3.9
2. <i>Movie: 'Serial Mom'</i>	HBO	Sun 8:00p	2,339	10.0 2.5
3. <i>Movie: 'Sugar Hill'</i>	HBO	Sat 10:15p	1,945	8.3 2.0
4. <i>Movie: 'With Honors'</i>	HBO	Tue 8:00p	1,918	8.2 2.0
5. <i>Movie: 'With Honors'</i>	HBO	Sun 10:00p	1,837	7.9 1.9

PROGRAMING

breaking news stories.

Tomlin also says the program will stop paying sources for stories—at least as a general rule. "But if we do [pay], we'll say it on the air," he vows. Also out of the picture will be

re-enactments, which the producer says add nothing to stories.

Last week's news was received favorably by program analysts. "It's a positive move, and I hope it works," says Lou Dennig, vice president and

director of programing at Blair Television. "The wonderful thing about magazines and soap operas is you can change the cast and the story-telling and keep the value of the brand and the name."

PEOPLE'S CHOICE Ratings according to Nielsen, June 5-11

	abc 5.2.15	15.15	15.15	fox 19.7	UPN 28.5
MONDAY	8:00 66. The Marshal 6.3/12	23. The Nanny 9.8/19	48. Fresh Prince 7.4/14	89. A Day in the Lives 4.0/8	92. Star Trek: Voyager 3.6/7
8:30		28. Dave's World 9.3/17	50. Blossom 7.2/13		
9:00	27. ABC Monday Night Movie—Calendar Girl, Cop, Killer? 9.1/16	16. Murphy Brown 10.7/19	35. NBC Monday Night at the Movies—The Flood: Who Will Save Our Children? 8.8/15	91. Sex and Romance 3.7/6	98. Pig Sty 2.0/4
9:30		17. Cybill 10.6/18			101. Playmate Men 1.8/3
10:00		24. Chicago Hope 9.5/17			
10:30					
TUESDAY	8:00 39. Full House 8.4/17	63. Rescue: 911 6.4/12	55. Wings 6.9/14	80. The Fox Tuesday Night Movie—Hostage for a Day 5.0/9	96. Legend 2.3/4
8:30	42. Thunder Alley 8.2/15		61. Smoking Wilder 6.5/12		
9:00	4. Home Improvement 13.7/24	73. Blockbuster Entertainment Awards 5.7/10	27. Frasier 9.1/16		97. Marker 2.2/4
9:30	11. Coach 12.6/21		41. John Larroquette 8.3/14		
10:00	2. Turning Point: Baby On Baby 15.4/27		38. Dateline NBC 8.6/15		
10:30					
WEDNESDAY	8:00 30. Sister, Sister 9.0/18	85. See World/Busch Gardens Special 4.6/9	44. Dateline NBC 7.9/16	88. Beverly Hills, 90210 4.2/8	99. Wayne Bros. 1.9/4
8:30	18. Ellen 10.2/19				99. The Parent 'Hood 1.9/4
9:00	4. Grace Under Fire 12.4/22	33. CBS Wednesday Movie—Crowfoot 8.9/15	3. NBA Finals Game 1—Houston Rockets vs. Orlando Magic 14.7/26	94. Party of Five 3.2/5	102. Unhappily Ever After 1.5/3
9:30	18. Roseanne 12.8/22				103. Wayne Bros. 1.1/2
10:00	7. PrimeTime Live 14.0/24				
10:30					
THURSDAY	8:00 57. Matlock 6.7/13	79. Burke's Law 5.1/10	19. Mad About You 10.1/20	75. Martin 5.6/11	
8:30			25. Hope & Gloria 9.4/18	63. Living Single 6.4/12	
9:00	66. Dark Eyes 6.3/11	57. Eye to Eye 6.7/12	4. Seinfeld 14.3/25	76. New York Undercover 5.4/9	
9:30			1. Friends 15.8/27		
10:00	50. Day One 7.2/13	39. 48 Hours 8.4/15	9. ER 14.1/25		
10:30					
FRIDAY	8:00 36. Family Matters 8.7/19	70. Diagnosis Murder 5.9/13	70. Dateline NBC 5.9/13	87. Encounters 4.4/9	
8:30	36. Baywatch World 8.7/18				
9:00	27. Step by Step 9.1/18	47. Due South 7.5/14	14. NBA Finals Game 2—Houston Rockets vs. Orlando Magic 12.0/23	55. The X-Files 6.9/13	
9:30	30. Hangin' w/ Mr. C 9.0/17	78. Picket Fences 5.4/10			
10:00	9. 20/20 13.8/25				
10:30					
SATURDAY	8:00 88. Me and the Boys 4.5/10	78. Dr. Quinn, Medicine Woman 5.9/13	83. Empty Nest 4.8/11	78. Cops 5.3/12	
8:30	90. Bringing Up Jack 3.9/9		80. Mommy's 5.0/11	66. Cops 6.3/14	
9:00		60. Touched by an Angel 6.6/13	82. John Larroquette 4.9/10	61. America's Funniest Home Videos 6.5/13	
9:30	45. ABC Saturday Family Movie—Summertime Switch 7.7/16	30. Walker, Texas Ranger 9.0/18	83. Madman/People 4.8/10		
10:00			69. Law and Order 6.1/12		
10:30					
SUNDAY	7:00 50. Am Fun Videos 7.2/15	11. 60 Minutes 12.6/25	57. NBA Pregame 6.7/15	95. Spiderman 3.0/8	
7:30	33. Am Fun Videos 8.9/17			93. X-Men 3.5/7	
8:00		21. The Wright Verdicts 10.0/18	5. NBA Playoff—Orlando Magic vs. Houston Rockets 14.1/25	53. The Simpsons 7.0/13	
8:30	43. Loe & Clark 8.1/14			63. The Critic 6.4/11	
9:00	15. ABC Sunday Night Movie—Keeping Secrets 11.4/19	19. CBS Sunday Movie—Under Suspicion 10.1/17		53. Married w/ Child 7.0/12	
9:30				73. My Wildest Dream 5.7/8	
10:00			48. Search/Rescue 7.4/13		
10:30					
WEEK AVG	9.4/17	7.9/18	9.7/18	6.1/10	Wk 2.8/8; Wk 1.8/3
STG AVG	13.7/19	10.6/18	11.4/19	7.3/12	Wk 3.8/8; Wk 1.8/3
RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED TELEVISION UNIVERSE ESTIMATED AT \$6.4 MILLION HOUSEHOLDS; ONE RATING POINT = \$64,000 TV HOMES YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE COMPILED BY KENNETH RAY					

RANKING/SHOW (PROGRAM RATING/SHARE)

TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED

YELLOW TINT IS WINNER OF TIME SLOT (NR)=NOT RANKED

*PREMIERE

TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; ONE RATING POINT =984,000 TV HOMES

SOURCE: NIELSEN MEDIA RESEARCH

COMPILED BY KENNETH RAY

[now] is very small stuff that's being traded... I think it's just a normal hiatus at this point," McAlpine says.

The slowdown also may be due to telephone companies being distracted by the cable business, McAlpine says. "With Bell Atlantic requesting relief from [the FCC's] video dialtone [regulations] and PacTel looking to get into the wireless business, the recent demand for cable properties by telephone companies has been on the wane."

"Most of deals that we've seen to date have really been contiguous deals," Dixon says, with cable systems buying neighboring cable systems. But, he says, "There's not a lot of those left right now; the easy ones are done."

Not all cable experts agree that there has been a cable-buying drought. Jessica Reif, media analyst, Merrill Lynch, points to several pending cable deals, including Time Warner's. "I don't sense that there is a major slowdown. There seems to be no absence of future business for multimedia," Reif says, referring to other media or telecommunications businesses. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hrs. (000)	Rating Cable U.S.
1. <i>UAW/GM Teamwork 500</i>	TNN	Sun 1:00p	2,627	4.2 2.8
2. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,198	3.4 2.3
3. <i>Rugrats</i>	NICK	Wed 6:30p	2,151	3.4 2.3
4. <i>Rugrats</i>	NICK	Thu 6:30p	2,136	3.4 2.2
5. <i>Movie: 'Blood Sport'</i>	TBS	Thu 10:05p	2,072	3.2 2.2
6. <i>Rugrats</i>	NICK	Mon 6:30p	2,038	3.2 2.1
7. <i>Rugrats</i>	NICK	Sun 10:00a	1,981	3.1 2.1
8. <i>Silk Stalkings</i>	USA	Sun 11:00p	1,948	3.0 2.0
9. <i>TNN/Music City News Awards</i>	TNN	Mon 8:00p	1,934	3.1 2.0
10. <i>Murder, She Wrote</i>	USA	Tue 8:00p	1,927	3.0 2.0
11. <i>Doug</i>	NICK	Wed 7:00p	1,876	3.0 2.0
12. <i>Doug</i>	NICK	Thu 7:00p	1,837	2.9 1.9
13. <i>All That</i>	NICK	Sat 8:30p	1,815	2.9 1.9
14. <i>Movie: 'Firestarter'</i>	USA	Sun 3:00p	1,744	2.7 1.8
15. <i>Aaahh!!! Real Monsters</i>	NICK	Sun 10:30a	1,736	2.7 1.8
1. <i>Movie: 'Wyatt Earp'</i>	HBO	Sat 8:00p	3,038	13.0 3.2
2. <i>Movie: 'Maverick'</i>	HBO	Tue 8:00p	2,461	10.5 2.6
3. <i>Movie: 'Serial Mom'</i>	HBO	Sat 11:15p	2,315	9.1 2.4
4. <i>Movie: 'Maverick'</i>	HBO	Sun 10:30p	2,129	9.1 2.2
5. <i>Movie: 'Automatic'</i>	HBO	Thu 9:00p	2,106	9.1 2.2

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PROGRAMING

among women 25-54, to a 6.4.

Wheel of Fortune was down slightly in access but remains the highest-rated first-run strip, with a 14.1/30. The show was down 10% among women 18-34, to 4.5, and

down 4% among women 25-54, to a 6.8.

Among sitcoms in access, *The Simpsons* remained on top with an average household 6.4/10. The show posted a 33% gain in women 18-34,

to a 5.7, and an 83% gain among men 18-34, to a 6.6.

Fresh Prince was second in access among sitcoms, with a 5.9/12, posting a 45% gain among women 18-34, to a 5.8.

PEOPLE'S CHOICE Ratings according to Nielsen, June 12-18

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00	49. <i>The Marshal</i> 7.1/13	41. <i>Full House</i> 7.8/16	44. <i>Notas No This</i> 7.6/16	24. <i>ABC Movie Special—The Ranger, the Cook and a Hole in the Sky</i> 9.2/17	40. <i>Family Matters</i> 7.9/19	79. <i>Me and the Boys</i> 4.4/11	51. <i>Am Fun Videos</i> 6.9/17
8:30	17. <i>Dave's World</i> 9.8/18	27. <i>Thunder Alley</i> 8.5/16	32. <i>Ellen</i> 8.3/16	62. <i>Burke's Law</i> 5.9/12	30. <i>Baywatch World</i> 8.4/19	82. <i>Bringing Up Jack</i> 4.0/9	44. <i>Am Fun Videos</i> 7.6/16
9:00	14. <i>Murphy Brown</i> 9.9/17	8. <i>Home Improvement</i> 12.2/22	7. <i>Grace Under Fire</i> 12.3/22	62. <i>Eye to Eye</i> 5.9/10	36. <i>Step by Step</i> 8.2/17	64. <i>ABC Saturday Family Movie—Derby</i> 5.7/12	54. <i>Lots & Clark</i> 6.6/14
9:30	14. <i>Cybill</i> 9.9/17	18. <i>Cheer</i> 11.4/20	4. <i>Roseanne</i> 13.9/23	62. <i>Eye to Eye</i> 5.9/10	30. <i>Rangin' w/ Mr. C</i> 8.4/17	64. <i>ABC Saturday Family Movie—Derby</i> 5.7/12	36. <i>ABC Sunday Night Movie—Torch Song</i> 8.2/16
10:00	43. <i>Chicago Hope</i> 7.7/13	22. <i>NYPD Blue</i> 9.3/17	1. <i>PrimeTime Live</i> 25.9/42	32. <i>Day One</i> 8.3/15	8. <i>28/20</i> 11.5/24	21. <i>Walker, Texas Ranger</i> 9.4/20	27. <i>CBS Sunday Movie—Big Dreams/Broken Hearts</i> 8.5/16
10:30	36. <i>Fresh Prince</i> 8.2/16	32. <i>Wings</i> 8.3/17	69. <i>Search and Rescue*</i> 5.4/11	41. <i>Mad About You</i> 7.8/16	58. <i>Dateline NBC-Special</i> 6.2/14	79. <i>Empty Nest</i> 4.4/11	85. <i>Unsolved Mysteries</i> 3.6/9
	19. <i>Fresh Prince</i> 9.8/18	46. <i>Smiling Wilder</i> 7.4/14	2. <i>NBA Finals Game 4—Orlando Magic vs. Houston Rockets</i> 14.9/26	27. <i>Hope & Gloria</i> 8.5/17	77. <i>NBC Movie of the Week—Year of the Comet</i> 4.8/10	71. <i>Empty Nest-Spc.</i> 5.3/13	90. <i>Pew Naps Movie</i> 2.8/7
	74. <i>America's Most Wanted: Justice</i> 5.2/9	22. <i>Frasier</i> 9.3/17	87. <i>Party of Five</i> 3.5/6	8. <i>Seinfeld</i> 13.4/24	53. <i>The X-Files</i> 6.7/14	64. <i>John Larroquette</i> 5.7/13	90. <i>Life With Louie</i> 2.8/7
	83. <i>Best of Melrose Place</i> 3.9/7	24. <i>John Larroquette</i> 9.2/16	81. <i>Beverly Hills, 90210</i> 4.1/8	3. <i>Friends</i> 14.2/25	58. <i>Encounters</i> 4.7/11	75. <i>Madman/People</i> 5.1/11	56. <i>The Simpsons</i> 6.4/14
	84. <i>Star Trek: Voyager</i> 3.8/7	71. <i>1995 Essence Awards</i> 5.3/10	93. <i>Wayans Bros.</i> 2.0/4	5. <i>ER</i> 13.4/24	57. <i>New York Undercover</i> 5.1/9	88. <i>Fox Stanley Cup Final Game 1</i> 3.2/7	61. <i>The Critic</i> 6.0/12
		95. <i>Pig Sty-1</i> 1.8/4	94. <i>The Parent 'Hood</i> 1.9/4				54. <i>Married w/Child</i> 6.8/13
		97. <i>Platypus Man-1</i> 1.7/3	98. <i>Unhapp Ever After</i> 1.6/3				66. <i>My Wildest Dreams</i> 5.5/10
			100. <i>Unhapp Ever After</i> 1.2/2				
WEEK AVG	9.2/18	7.4/14	8.1/16	4.7/9	6.4/24	5.1/13	6.4/24
STD AVG	11.6/19	10.6/18	11.3/19	7.3/12	8.8/16	7.1/13	8.8/16

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; ONE RATING POINT =954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

weekend originals like *Are You Afraid of the Dark?* and *Rugrats*.

"We think there's a big opportunity in the summer to get a lot of sampling," Shimmel says of the Nick in the Afternoon launch. "There tend to be more kids at the set, and all of the

other major kids sources tend to put their stuff in reruns."

Meanwhile, Nickelodeon continues to build its original library. The network this week is expected to announce two original series to be picked up for 1996 debuts. One will

be a live-action series for the SNICK block; the other will be chosen for an as-yet-undetermined time slot. Nickelodeon on Sept. 11 debuts a new original animated series, Maurice Sendak's *Little Bear*, for the network's daytime preschool block. ■

Cable gets singles-minded

Networks find a matchmaking niche on cable

By Jim McConville

Taking the cue from newspapers and magazines, cable television has entered the singles scene with two cable channels launched and another promised for later this year.

Networks that have launched include The Dating Network and SingleVision. The Singles Network is proposed for a late 1995 launch.

One-year-old SingleVision, launched June 1994, is reportedly reaching 1.5 million cable homes and 4 million satellite homes. Owned by Atlanta-based GlobalComm 2000 Corp., SingleVision is talking with Triumph Communications about extending carriage of the network to Galaxy VII (Access Television Network), which has a subscriber base of 12 million on 1,300 cable systems.

SingleVision programming consists of shows and 60-second videos of singles in various leisure-time activities. One program is *Singles Across America*, an hour daily lifestyle travel show featuring exotic singles locales. Subscribers respond to videos by calling a 900 number, and local cable companies pocket revenue from local ads.

SingleVision recently set up a Home Page on the World Wide Web. It also has a proposal pending with Microsoft to be a content provider for its online service.

The Dating Network (TDN) is an online interactive cable matchmaking service started in 1992 by a Worthington, Ohio-based company of the same name. TDN consists of a listing of personal ads in either a photo classified still-screen or full-motion-video format. TDN airs in more than 115 markets, reaching approximately

10 million subscribers. Affiliation agreements with major MSOs include TCI, Comcast, Continental, Jones, Adelphia, Marcus, Century and Post-Newsweek.

TDN makes its money through a 900 number. Local cable operators get to keep all ad revenue. Ads run for a week and are then discarded. "We're the first people to do customized disposable television," says Scovill.

Another network scheduled to launch later this year is Rainbow Programming's Singles Network. Originally unveiled at the National



Cable Television Association show in May 1994, Singles Network was supposed to launch this spring.

A Rainbow spokeswoman said the network is "under development" and that the company hopes to launch the ad-supported network by year end. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,533	3.9 2.7
2. <i>Silk Stalkings</i>	USA	Sun 11:00p	2,293	3.5 2.4
3. <i>1995 MTV Movie Awards</i>	MTV	Thu 9:00p	2,281	3.7 2.4
4. <i>Rugrats</i>	NICK	Tue 6:30p	2,106	3.3 2.2
5. <i>The Ren & Stimpy Show</i>	NICK	Sun 11:00p	2,078	3.3 2.2
6. <i>Rugrats</i>	NICK	Mon 6:30p	1,998	3.2 2.1
7. <i>Major League Baseball</i>	ESPN	Sun 7:58p	1,984	3.0 2.1
8. <i>Movie: 'Three Men and a Baby'</i>	USA	Sun 3:00p	1,961	3.0 2.1
9. <i>Rockos Modern Life</i>	NICK	Sun 11:30a	1,927	3.0 2.0
10. <i>Aaahh!!! Real Monsters</i>	NICK	Sun 10:30a	1,911	3.0 2.0
11. <i>Movie: 'When The Dark Man Calls'</i>	USA	Wed 8:00p	1,888	2.9 2.0
12. <i>O.J. Trial</i>	CNN	Thu 6:00p	1,887	2.9 2.0
13. <i>Rugrats</i>	NICK	Thu 6:30p	1,875	3.0 2.0
14. <i>Rugrats</i>	NICK	Wed 6:30p	1,864	3.0 2.0
15. <i>Rugrats</i>	NICK	Sun 10:00a	1,838	2.9 1.9
1. <i>Movie: 'Beverly Hills Cop III'</i>	HBO	Sat 8:00p	3,514	14.8 3.6
2. <i>Boxing</i>	HBO	Sat 10:01p	3,471	14.8 3.6
3. <i>Batman Forever: Behind the Scenes</i>	HBO	Sat 9:45p	2,495	10.7 2.5
4. <i>Movie: 'The Gateway'</i>	HBO	Sat 11:33p	2,390	10.2 2.5
5. <i>Movie: 'Wyatt Earp'</i>	HBO	Tue 8:00p	1,952	8.3 2.0

Programmers oppose content control

USSB-sponsored panel points to industry solutions

By Jim McConville

TV program providers and viewers, not government officials, should be the ultimate arbiters of what's on TV, say industry executives.

In a panel on "TV, Technology, and the Family Today," sponsored by direct broadcast satellite (DBS) programmer USSB, executives last week offered solutions—other than government intervention—to managing TV program content in the home.

Mary Pat Ryan, senior vice president of USSB, said a survey of roughly 1,000 DBS subscribers showed that 70% want some form of control over what their children watch. Ryan pointed to USSB's lockout feature as an alternative to government regulation. The feature allows users to lock out movies based on their MPAA rating.

Geraldine Laybourne, president of Nickelodeon, described the V-chip, which would allow TV sets to be programmed to restrict content, as a "negative device." In contrast, she called USSB's control device a positive step, "leaving it up to parents to decide what their kids watch."

Laybourne did say that the recent attention on media violence has been useful, placing the issue back in the public eye. A Nickelodeon online survey found that 87% endorse a rating system for TV violence, while 58% of same group blame parents for child's overexposure to violence. Television program producers might improve programming content by knowing their audience better, said Laybourne: "Network TV program producers are out of touch with what kind of programming American families want."

For TV ad buyers, knowing where their company stands on such ethical issues might help them choose the right place for their ads. "I doubt [the] leaders of corporate America ever spend 10 minutes to explain their values to their young media buyers," Laybourne said.

Jane Tollinger, executive vice president, Lifetime Television, said programmers should set their own guidelines. Lifetime screens its programming for gratuitous violence against women. ■

HBO, SPE sign movie deal

HBO has signed a long-term deal with Sony Pictures Entertainment that extends the network's rights to Columbia Pictures titles by six years and wrestles away rights to TriStar Pictures titles from rival Showtime. The deal gives HBO exclusive pay TV rights to future Columbia movies theatrically released through the year 2004 and exclusive rights to TriStar titles from 1998 to 2004. HBO is expected to shell out more than \$1 billion to Sony during the 11-year contract. Existing HBO studio deals include Warner Bros., 20th Century Fox, Savoy and DreamWorks. Showtime—which has deals with MGM/UA, Castle Rock, Gramercy, Sony Classics and an expiring agreement with Walt Disney Co.—is expected to secure titles from co-owned company Paramount Pictures when the studio's current deal with HBO expires in 1999.

—RB

Playboy launches AdultVision TV

Playboy Entertainment launched its adult pay-per-view channel, AdultVision TV, last week on Time Warner's New York City Cable System, with approximately 1.2 million addressable homes. AdultVision TV reportedly will feature "harder-edged" films than does Playboy's current PPV channel and will be aimed at the same viewer market as the adult PPV service Spice. The channel, which will offer 90-minute movies around the clock, also will be available to satellite broadcasting and hotel markets. AdultVision TV will telecast a minimum 50 movies monthly from the libraries of adult film distributors Vivid Distribution and CED. Each movie will carry a \$4.95-\$5.95 price tag.

—JM

PEOPLE'S CHOICE: TOP CABLE SHOWS

Program	Network	Time (ET)	Hrs. (000)	Rating Cable U.S.
1. <i>Movie: 'Problem Child II'</i>	USA	Sun 3:00p	3,018	4.7 3.2
2. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 4:30p	2,389	3.6 2.5
3. <i>Rugrats</i>	NICK	Wed 6:30p	2,303	3.6 2.4
4. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 4:00p	2,258	3.4 2.4
5. <i>Rugrats</i>	NICK	Sun 10:00a	2,186	3.5 2.3
6. <i>Rugrats</i>	NICK	Thu 6:30p	2,174	3.4 2.3
7. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 3:00p	2,132	3.2 2.2
8. <i>Doug</i>	NICK	Wed 7:00p	2,123	3.4 2.2
9. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 2:00p	2,120	3.2 2.2
10. <i>Movie: 'Problem Child'</i>	USA	Sun 1:00p	2,070	3.2 2.2
11. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 3:30p	2,070	3.2 2.2
12. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,038	3.1 2.1
13. <i>Movie: 'Problem Child'</i>	USA	Wed 9:00p	2,026	3.1 2.1
14. <i>Rugrats</i>	NICK	Mon 6:30p	2,022	3.2 2.1
15. <i>Rugrats</i>	NICK	Tue 6:30p	2,014	3.2 2.1
1. <i>Movie: 'Beverly Hills Cop III'</i>	HBO	Sun 10:30p	2,900	12.4 3.0
2. <i>Movie: 'Beverly Hills Cop III'</i>	HBO	Tue 8:00p	2,738	11.7 2.9
3. <i>Movie: 'The Infiltrator'</i>	HBO	Sat 8:00p	2,269	9.7 2.4
4. <i>Movie: 'The Getaway'</i>	HBO	Sun 8:00p	2,114	9.0 2.2
5. <i>Movie: 'An Officer and a Gentleman'</i>	HBO	Sat 11:00p	2,102	9.0 2.2

Partner Stations
continued from page 14

they do."

Incidents to be depicted in the series include drug sting operations, cars driving into the water, river accidents,

beach shootings and people struck by lightning. It will air on most PSN stations between 5 and 8 p.m.—and late night in a few markets, Lambert says. PSN station groups include LIN Broadcasting Corp., Malrite Communications Group Inc., Pappas Telecast-

ing Cos., Providence Journal Broadcasting and River City Broadcasting. Those stations together cover 24% of the country.

Lambert says he is in discussions with several station groups to begin airing the show in January.

PEOPLE'S CHOICE Ratings according to Nielsen, June 19-25

	ABC	NBC	FOX	UPN	
	16	17	17	6	
	16	17	17	5	
MONDAY	8:00 56. <i>Best Defense</i> 6.2/13 8:30 9:00 20. <i>ABC Monday Night Movie—An Innocent Man</i> 9.6/17 9:30 10:00 10:30	8:00 25. <i>The Nanny</i> 9.0/18 8:30 27. <i>Dave's World</i> 8.8/17 9:00 42. <i>Murphy Brown</i> 10.6/19 9:30 16. <i>Cybill</i> 10.0/18 10:00 39. <i>Chicago Hope</i> 8.0/14 10:30	8:00 45. <i>Fresh Prince</i> 7.5/15 8:30 24. <i>Fresh Prince</i> 9.1/17 9:00 19. <i>NBC Monday Night at the Movies—Moment of Truth: The Cradle of Conspiracy</i> 9.7/17 9:30 10:00 10:30	8:00 88. <i>Celebrity First Loves</i> 3.4/7 8:30 9:00 92. <i>Dream On</i> 2.6/5 9:30 91. <i>Dream On</i> 2.7/5 10:00 10:30	8:00 86. <i>Star Trek: Voyager</i> 3.5/7 8:30 9:00 96. <i>Pig Sty</i> 1.8/3 9:30 96. <i>Platypus Man-1</i> 1.8/3 10:00 10:30
TUESDAY	8:00 15. <i>Home Improvmt</i> 10.3/21 8:30 36. <i>Ming Pocaheontes</i> 8.3/18 9:00 40. <i>Home Improvmt</i> 11.2/20 9:30 18. <i>Cheech</i> 9.9/17 10:00 21. <i>NYPD Blue</i> 9.3/17 10:30	8:00 38. <i>CBS Tuesday Movie—Batman</i> 8.1/15 8:30 9:00 9:30 10:00 10:30	8:00 50. <i>Wings</i> 6.8/14 8:30 48. <i>Pride & Joy</i> 7.1/13 9:00 28. <i>Frasier</i> 8.7/15 9:30 41. <i>John Larroquette</i> 7.8/13 10:00 16. <i>Dateline NBC</i> 10.0/18 10:30	8:00 71. <i>Fox Tuesday Night Movie—Drop Dead Fred</i> 5.5/10 8:30 9:00 9:30 10:00 10:30	8:00 94. <i>Legend</i> 2.0/4 8:30 9:00 94. <i>Marker</i> 2.0/3 9:30 10:00 10:30
WEDNESDAY	8:00 12. <i>Home</i> 10.6/22 8:30 8. <i>Ellen</i> 11.3/22 9:00 8. <i>Grace Under Fire</i> 12.6/23 9:30 42. <i>Hot Sumr Soaps</i> 7.7/14 10:00 7. <i>PrimeTime Live</i> 11.6/21 10:30	8:00 59. <i>Christy</i> 6.1/12 8:30 9:00 9:30 47. <i>Under Suspicion</i> 7.2/13 10:00 10:30	8:00 71. <i>Search and Rescue</i> 5.5/11 8:30 9:00 30. <i>Dateline NBC</i> 8.6/16 9:30 45. <i>Law and Order</i> 7.5/14 10:00 10:30	8:00 86. <i>Beverly Hills, 90210</i> 3.5/7 8:30 9:00 90. <i>Party of Five</i> 2.9/5 9:30 10:00 10:30	8:00 96. <i>Wayans Bros.</i> 1.8/4 8:30 96. <i>The Parent Hood</i> 1.8/4 9:00 96. <i>Unhapp Ever After</i> 1.8/3 9:30 93. <i>Unhapp Ever After</i> 2.3/4 10:00 10:30
THURSDAY	8:00 34. <i>ABC Movie Special—Past the Bleachers</i> 8.4/16 8:30 9:00 9:30 10:00 31. <i>Day One</i> 8.5/15 10:30	8:00 63. <i>Burke's Law</i> 5.9/12 8:30 63. <i>Eye to Eye</i> 5.9/11 9:00 9:30 44. <i>48 Hours</i> 7.6/14 10:00 10:30	8:00 31. <i>Mad About You</i> 8.5/18 8:30 34. <i>Hope & Gloria</i> 8.4/17 9:00 1. <i>Schindler</i> 13.1/24 9:30 1. <i>Friends</i> 14.4/25 10:00 2. <i>ER</i> 13.6/24 10:30	8:00 71. <i>Martin</i> 5.5/12 8:30 59. <i>Living Single</i> 6.1/12 9:00 71. <i>New York Undercover</i> 5.5/10 9:30 10:00 10:30	
FRIDAY	8:00 38. <i>Family Matters</i> 8.0/18 8:30 28. <i>Baywatch</i> 8.7/19 9:00 21. <i>Step by Step</i> 9.3/19 9:30 25. <i>Hangin' w/Mr. C</i> 9.0/18 10:00 9. <i>20/20</i> 13.5/28 10:30	8:00 59. <i>Diagnosis Murder</i> 6.1/14 8:30 9:00 79. <i>Due South</i> 4.7/10 9:30 65. <i>Picket Fences</i> 5.8/12 10:00 10:30	8:00 67. <i>Unsolved Mysteries</i> 5.7/13 8:30 9:00 36. <i>Dateline NBC</i> 8.3/17 9:30 67. <i>Homicide: Life on the Street</i> 5.7/12 10:00 10:30	8:00 82. <i>Tale w/The Crypt</i> 4.2/10 8:30 80. <i>Tale w/The Crypt</i> 4.4/10 9:00 9:30 51. <i>The X-Files</i> 6.6/13 10:00 10:30	
SATURDAY	8:00 77. <i>Me and the Boys</i> 4.9/12 8:30 84. <i>Bringing Up Jack</i> 4.0/9 9:00 9:30 53. <i>ABC Saturday Family Movie—The Shaggy Dog</i> 6.5/13 10:00 10:30	8:00 76. <i>Dr. Quinn, Medicine Woman</i> 5.4/13 8:30 9:00 53. <i>Touched by an Angel</i> 6.5/14 9:30 31. <i>Walker, Texas Ranger</i> 8.5/17 10:00 10:30	8:00 78. <i>Empty Nest</i> 4.8/12 8:30 71. <i>Empty Nest</i> 5.5/13 9:00 82. <i>John Larroquette</i> 5.6/12 9:30 70. <i>John Larroquette</i> 6.0/12 10:00 48. <i>Law and Order</i> 7.1/14 10:30	8:00 85. <i>Fox Stanley Cup Final Game 4—Detroit Red</i> 3.6/8 8:30 9:00 9:30 10:00 10:30	
SUNDAY	7:00 81. <i>Golden' Over</i> 4.3/9 7:30 56. <i>Am Fun Videos</i> 6.2/13 8:00 23. <i>Am Fun Videos</i> 9.2/19 8:30 9:00 8. <i>ABC Sunday Night Movie—Heartbreak Ridge</i> 11.5/21 9:30 10:00 10:30	7:00 11. <i>Murder, She Wrote</i> 10.7/21 7:30 14. <i>CBS Sunday Movie—Labor of Love</i> 10.5/18 8:00 8:30 9:00 9:30 10:00 10:30	7:00 67. <i>Lost Civilizations</i> 5.7/12 7:30 83. <i>seaQuest DSV</i> 4.1/8 8:00 8:30 9:00 42. <i>NBC Sunday Movie—Journey to the Center of the Earth</i> 7.7/14 9:30 10:00 10:30	7:00 89. <i>Sliders</i> 3.3/7 7:30 56. <i>The Simpsons</i> 6.2/12 8:00 65. <i>The Critic</i> 5.8/11 8:30 51. <i>Married w/Child</i> 6.6/12 9:00 55. <i>My Wildest Dreams</i> 6.3/11 9:30 10:00 10:30	
WEEK AVG	9.2/18	7.9/18	7.9/18	4.8/9	UPN: 2.3/4; WB: 1.9/4
STD AVG	11.6/19	10.5/18	11.2/19	7.2/12	UPN: 3.7/8; WB: 1.8/3
RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATINGS POINT =954,000 TV HOMES YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE COMPILED BY KENNETH RAY					

RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATING POINT =954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

PROGRAMMING

entertainment efforts, especially after last year's merger with Viacom Inc. and Blockbuster Entertainment Corp. One stab at synergy has been a special closed-circuit episode highlighting home video releases that, since February, has played in nearly 3,000 Block-

buster stores 24 hours per day and is updated monthly.

If there is a single danger for *ET*, observers say, it is that it has done its job too well. Networks, local stations, rival syndicators, cable networks and others have seen that entertainment

news is big business and have cast their nets accordingly.

But catching *ET* will be no easy task, admit even competitors. "They are so in touch with what their viewers want," says E!'s Shea. "They stay right on target."

PEOPLE'S CHOICE: Ratings according to Nielsen June 26-July 2

	ABC	CBS	Fox	NBC	UPN
	10.2, 16	9.1, 10	8.5, 11	3.3, 6	2.5, 5
MONDAY	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30
	45. The Marshall 7.1/13	24. The Nanny 9.1/18 16. Star's World 9.8/18 14. Murphy Brown 10.1/18 16. Cybill 9.8/17 38. Chicago Hope 8.0/14	31. Fresh Prince of Bel-Air 8.6/16	85. A Day With... 3.9/7 92. Dream On 2.6/5 90. Dream On 2.9/5	88. Star Trek: Voyager 3.3/6 98. Pig Sty 1.6/3 98. Playhouse Man-1 1.7/3
TUESDAY	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30
	34. Full House 8.5/17 31. Thunder Alley 8.8/16 4. Home Improvement 13.8/24 5. Coach 12.4/21 12. NYPD Blue 10.6/19	55. Rescue: 911 6.2/12 36. CBS Tuesday Movie—Honor Thy Mother 8.2/15	36. Wings 8.2/16 42. Pride & Joy 7.4/14 21. Frasier 9.4/17 31. John Larroquette 8.6/15 18. Dateline NBC 9.7/18	81. Fox Tuesday Night Movie—Communion 4.1/8	95. The Watcher 2.1/4 94. The Watcher 2.2/4
WEDNESDAY	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30
	41. The Bill and Ted Boys 7.8/15 29. Ellen 8.7/17 8. Grace Under Fire 11.5/21 36. Roseanne 11.4/19 8. Common Sense 12.0/22	45. Christy 7.1/14 43. Under Suspicion 7.3/13	63. Search and Rescue 5.6/11 20. Dateline NBC 9.6/17 24. Law and Order 9.1/16	87. Beverly Hills, 90210 3.5/7 92. Party of Five 2.6/5	98. Bugs Bunny Spec. 1.7/3 101. The Parent Hood 1.5/3 98. The Wayne Bros. 1.6/3 98. Making Your Move 1.6/3
THURSDAY	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30
	39. 50 Years of Funny Females 7.7/16 57. Mystery Dance 6.0/11 51. Day One 6.4/12	50. Before Your Eyes: Angelle's Secret 6.6/12 24. 48 Hours 9.1/17	27. Mad About You 8.8/18 27. Hope & Gloria 8.8/17 3. Seinfeld 14.2/25 1. Friends 16.3/28 2. ER 14.8/27	63. Martin 5.6/12 57. Living Single 6.0/12 71. New York Undercover 5.2/9	
FRIDAY	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30
	47. Family Matters 7.0/17 38. Baywatch World 7.7/17 22. Step by Step 9.2/20 22. Nip/Tuck w/ Dr. C 9.2/18 7. 20/20 11.9/25	49. Diagnosis Murder 6.7/16 77. Due South 4.6/10 72. Picket Fences 5.0/10	70. Unsolved Mysteries 5.3/12 48. Dateline NBC 6.9/14 57. Homicide: Life on the Street 6.0/12	84. Tale of the Crypt 4.0/10 81. Tale of the Crypt 4.1/9 57. The X-Files 6.0/13	
SATURDAY	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30	8:00 8:30 9:00 9:30 10:00 10:30
	89. McDonald's Fam 3.2/8 81. ABC Saturday Family Movie—Ducktales: The Lost Lamp 4.1/9 86. Philly Heat 3.8/8	67. Dr. Quinn, Medicine Woman 5.5/13 29. Walker, Texas Ranger 8.7/18	76. Empty Nest 4.9/13 63. Empty Nest 5.6/14 63. John Larroquette 5.6/13 54. John Larroquette 6.3/14 51. Law and Order 6.4/14	76. Empty Nest 4.9/13 68. Cops 5.4/13 68. America's Most Wanted 5.4/12	
SUNDAY	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30	7:00 7:30 8:00 8:30 9:00 9:30 10:00 10:30
	51. Am Fun Videos 6.4/16 43. Am Fun Videos 7.3/17 56. Lois & Clark 6.1/14 18. ABC Sunday Night Movie—Wife, Mother, Murderer 9.7/19	13. 60 Minutes 10.3/25 14. Murder, She Wrote 10.1/22 11. CBS Sunday Movie—Hate 11.0/22	78. Lost Civilizations 4.5/11 79. seeQuest DSV 4.4/10 57. NBC Sunday Movie—Desperate Rescue: The Cathy Mahone Story 6.0/12	91. Sliders 2.8/7 72. The Simpsons 5.0/12 80. The Critic 4.3/8 62. Married w/ Children 5.8/12 72. George Carlin 5.0/10	
WEEK AVG	8.8/17	7.8/18	7.8/18	4.4/8	2.3/4; Wk 1.6/3
STD AVG	11.6/19	10.4/18	11.1/19	7.3/12	Wk 3.7/6; Wk 1.8/3

RANKING: SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED. YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED. *PREMIERE. TELEVISION UNIVERSE ESTIMATED AT 96.4 MILLION HOUSEHOLDS; ONE RATING POINT =964,000 TV HOMES. SOURCE: NIELSEN MEDIA RESEARCH. COMPILED BY KENNETH RAY.

Vice President Betsy Frank replied, "it's probably somewhere in between."

Frank said she has two major concerns with the Nielsen out-of-home study, including the diary-based methodology used to derive an index comparing out-of-home with in-home

viewing. "Anytime you mix methodologies like that, there is a concern," she said. She also questioned the quality of at least some of the out-of-home "bonus viewing."

"I have much more confidence in the attentiveness of in-home viewers," she

said. It's no secret, she notes, that in many bars and restaurants, a TV set is on with the sound muted.

Nevertheless, says Montesano, the results are valuable because they shed further light on whom advertisers are reaching outside the home.

PEOPLE'S CHOICE Ratings according to Nielsen July 3-9

	ABC	CBS	Fox	UPN
MONDAY	8:00 56. The Marshall 5.8/13 8:30 9:00 15. ABC Monday Night Movie—Bed of Lies 9.4/19 9:30 10:00 10:30	32. The Nanny 7.2/17 39. Baywatch 6.8/15 32. Murphy Brown 7.2/15 27. Cybill 7.5/15 30. Chicago Hope 7.3/15	48. Fresh Prince 6.1/14 42. Fresh Prince 6.6/15 75. NBC Monday Night at the Movies—Tears and Laughter: Joan and Melissa Rivers 4.8/10	91. Encounters 2.8/6 94. Dream On 2.3/5 93. Dream On 2.5/5 92. Star Trek: Voyager 2.7/6 98. Pig Sty 1.4/3 97. Perversions of Man 1.5/3
TUESDAY	78. Full House 4.7/12 68. Thunder Alley 5.2/13 30. Home Improvement 7.3/17 39. Coach 6.8/15 41. NYPD Blue 6.7/15	63. Rescue: 911 5.5/13 57. CBS Tuesday Movie—Flight of the Intruder 5.7/13	57. Wings 5.7/14 74. Pinks & Joes 4.9/12 48. Frasier 6.1/14 39. John Larroquette 6.0/13 19. Dateline NBC 8.7/19	85. Fox Tuesday Night Movie—The Babe 3.7/9 101. Marker 1.2/3 98. Legend 1.4/3
WEDNESDAY	18. 100 and the Boys 9.0/19 13. Ellen 9.7/19 3. News Hour Five 13.4/25 4. Newsweek 13.2/23 8. Primetime Live 11.8/22	35. Christy 7.1/14 66. Northern Exposure 5.3/10 68. Under Suspicion 5.2/10	78. Special Olympics Opening 4.1/8 27. Law and Order 7.5/14	77. Beverly Hills, 90210 4.3/9 87. Party of Five 3.5/6 101. The Parent Hood 1.2/3 98. The Parent Hood 1.4/3 95. The Wayans Bros. 1.9/4 96. Urban Guy After 1.8/3
THURSDAY	78. Golden Over 4.1/8 88. Golden Over 3.3/6 86. Bodyguards Special 3.6/6 27. Day One 7.5/14	21. Burke's Law 8.4/17 36. Eye to Eye 7.0/12 37. 48 Hours 6.9/13	14. Live About You 11. Hope & Gloria 2. The Nanny 1. Friends J. ER 12.5/19	50. Martin 5.8/11 51. Living Single 6.0/12 70. New York Undercover 5.1/8
FRIDAY	24. Family Matters 8.0/19 21. Baywatch World 8.2/18 21. Step by Step 8.4/18 20. Knight w/Dr. G 6.8/17 7. 28/20 12.2/24	59. Diagnosis Murder 5.6/13 70. Due South 5.1/10 64. Picket Fences 5.4/11	59. Unsolved Mysteries 5.8/13 32. Dateline NBC 7.2/15 43. Homicide: Life on the Street 6.4/13	82. Tale of the Crypt 3.9/8 82. Tale of the Crypt 3.9/8 48. The X-Files 6.2/13
SATURDAY	90. Latin Nights 2.9/7 84. Jim Tharpe Pro Sports Awards 3.8/8	70. Dr. Quinn, Medicine Woman 5.1/12 37. Touched by an Angel 6.9/15 17. Walker, Texas Ranger 9.1/19	66. Empty Nest 5.3/12 59. John Larroquette 5.6/12 48. John Larroquette 6.2/13 26. Law and Order 7.6/16	51. America's Most Wanted 6.8/13
SUNDAY	25. Ann Fun Videos 7.9/17 16. Ann Fun Videos 9.3/19 43. Lois & Clark 6.4/12 64. ABC Sunday Night Movie—Son of the Morning Star, Part 1 5.4/9	9.80 Minutes 11.0/23 12. Murder, She Wrote 9.9/19 9. CBS Sunday Movie—Janet: Terror on Track 9 11.0/19	78. Lost Civilizations 4.1/9 5. NBC Sunday Movie—Fried Green Tomatoes	88. 2200 3.3/7 55. The Simpsons 5.9/11 78. Top 10 Comedies 4.1/7 51. Married w/Children 6.8/11 70. George Clooney 5.1/8
WEEK AVE	7.2/14	7.2/15	7.7/16	4.8/6
STD AVE	11.4/19	10.3/17	11.1/19	7.1/12
RANKING/SHOW (PROGRAM RATING/SHARE) TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED TELEVISION UNIVERSE ESTIMATED AT 98.4 MILLION HOUSEHOLDS; ONE RATING POINT = 984,000 TV HOMES YELLOW TEXT IS WEEKEND OF TIME SLOT (MT) = NOT RANKED * PREMIERE SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY				